

November, 1927

Electrical Merchandising

The Business Magazine of the Electrical Trade

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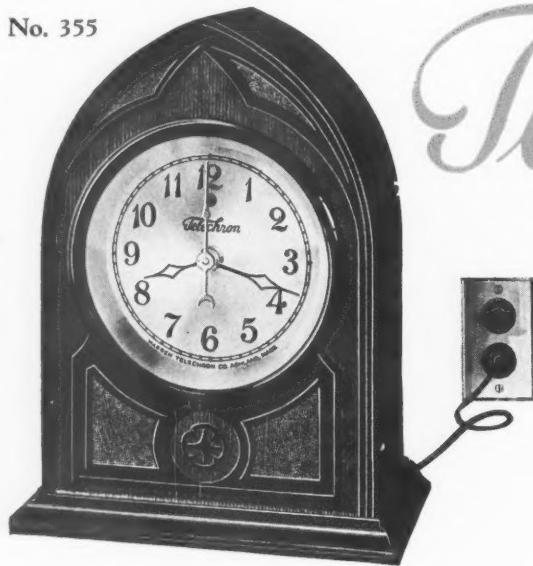
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Electrical Merchandising

The Business Magazine of the Electrical Trade

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Agencies of Business Progress

WE ARE on solid ground when we insist on the necessity of research. It is research that gives the new urge for the widening of consumptive power. It reduces costs and so increases consumptive power; it discovers new products."

"Only too apparent is the dire need for facts so that we can by degrees approximate that fine balance between consumptive power and productive capacity which will go far to iron out the rise and fall that makes the business cycle. To this subject we as business men must give a sympathetic ear. Now the relation is a haphazard one. We do not know at any given time how much new capacity can be absorbed by consumptive demand. We know only that over long periods such huge developments as transcontinental railway construction and the automobile industry have brought us great prosperity.

"In all of these matters we fortunately have a number of agencies that are helping and that supplement individual and corporate effort. They will go far to safeguard us if we know how to use them. I refer, first, to the trade association; second, to government departments; third, to the universities; and, fourth, to the business press. Of the trade association I need hardly speak. Its service in fostering sound trade practice, encouraging research and carrying on joint propaganda is of the very marrow of American business. It forms an excellent agency for joint research when one group of laboratories can serve all, or when individual businesses are not 'sold' on separate research activities. Of the government departments, let me recall the service of the Bureau of Standards and the Bureau of Mines, and particularly of those newer bureaus developed under that extraordinary business statesman, the present Secretary of Commerce.

"The universities make a contribution all too little appreciated. The industry that lacks contact with the university today is doing itself an injustice. There they have in the making the business men of tomorrow, your successors. They are studying distribution with the advantage of detachment from the drive and the detail, and are trying to deduce laws that will help you and me.

"There is finally the business press, which is business articulate, the instrument for welding all phases and branches of each industry or trade into a harmonious, homogeneous whole. It is an agency for interpreting business, its trends and problems, to business itself and other groups of the community. It is a medium for exchanging ideas on these vital problems I have discussed, cost reduction and research, and finally, it is the chosen instrument for clarifying, crystallizing and expressing the ideals and objectives of industry and trade."

From an address on "The Long Term Guarantees of Prosperity" delivered before the Chicago Association of Commerce, Oct. 19, 1927, by Edward J. Mehren, vice-president, McGraw-Hill Publishing Co., Inc.

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GENERAL ELECTRIC

Detailed description of the collage:

- Top Left:** A Western Union Telegram from J.W. McIVER to HARRY S. KELSON, dated AUG 26, 1927. It discusses the sale of Edison Merchandise Stop Dealers and Central Stations.
- Top Center:** A Western Union Telegram from HARRY S. KELSON to J.W. McIVER, dated AUG 26, 1927. It discusses the sale of Edison Merchandise Stop Dealers and Central Stations.
- Top Right:** A Western Union Telegram from HARRY S. KELSON to J.W. McIVER, dated AUG 26, 1927. It discusses the sale of Edison Merchandise Stop Dealers and Central Stations.
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- Map:** A map of the United States with arrows pointing to various states, indicating where Edison Mazda Lamps were sold.
- Central Display:** A display of Edison Mazda Lamps in boxes, with a sign that reads "You'll need lamps!"
- Bottom Left Document:** A document from the DEPT OF PUBLICITY EDISON LAMP WORKS HARRISON N.J. dated AUG 13, 1927. It discusses the sale of Edison Merchandise Stop Dealers and Central Stations.
- Bottom Right Document:** A document from the DEPT OF PUBLICITY EDISON LAMP WORKS HARRISON N.J. dated AUG 13, 1927. It discusses the sale of Edison Merchandise Stop Dealers and Central Stations.
- Bottom Center Logo:** The General Electric logo (a stylized 'G' inside a circle).

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Electrical Merchandising

L. E. MOFFATT
Managing Editor

VOLUME 38

November, 1927

NUMBER 5

Some High Spots in This Issue and the Next

THE electrical trade is by no means the only trade with a promotion problem on its hands. The plumbers have done and are doing a remarkable promotion job. And, now, along comes the lumber trade with a big idea, creating business for themselves by the logical and public-spirited promotion of improving old homes by remodeling. The lumbermen are taking hold of this movement with real vigor and are showing the public that to have a modern home you do not necessarily have to build a new one. On pages 106 and 107 of this issue, M. Luckiesh tells how in a remodeled home good wiring takes a high place. This a real piece of market development from which the electrical trade will greatly benefit, and which the electrical trade should tie into.

BEFORE the end of this month, the public will be very definitely window - shopping for Christmas gifts. Rent, as we all know, is determined by the value of the location, which means not only accessibility for the shopper but the value of the windows. No matter where the location is, a dealer is paying a considerable part of his rent for his windows, and it is decidedly in his interest to make these windows a highly efficient part of his selling program. In this issue, on page 82, F. E. Newkirk, well-known window expert, gives a series of simple and practical instructions by which any dealer can greatly increase the effectiveness of his Christmas display in decoration and lighting.

THERE has been plenty of pessimism in this industry as to the extent and effectiveness of the refixturing and relighting movement. There are a great many central stations and dealers who are now sitting back and waiting to see how the other fellow comes out before they are going into this activity. Everybody concedes that refixturing is a good thing, sorely needed by the public and a great potential source of revenue for the lighting company. We are, therefore, proud to be able to print the relighting campaign plans of a number of these hardy pioneers who are not content to let George do it. The plans printed this month are only the first installment of a number of similar excellent plans waiting to be printed next month and later.

Next Month

IN THE December issue of "Electrical Merchandising," there will be a considerable innovation. The Editorial Staff has been working for several months collecting the material for a complete listing by name of company, name of product and specification of characteristics of all electrical appliances, major and minor. We are calling this feature an *Appliance Index* and, if it proves as useful to our readers as we hope, it will be made an annual feature.

Catalogs and descriptive pamphlets of over five hundred manufacturers have been digested for the information. Each item will be briefly but completely described—appliances all the way from electrical curling irons to large oil heating machines.

In most cases retail prices will be given and also shipping weights packed.

Hard work has not been spared. As this November number goes to press, we are checking thousands of appliance index items for the December issue.

In addition to this elaborate and complete appliance listing, the December issue will contain many editorial features. There will be more refixturing campaign plans from a number of important companies. "How a Dealer is Selling Refrigerators in the Winter Time to Landlords with Empty Apartments," is an article full of meat. The full details of a record range campaign. "How One of the Largest Electrical Dealers in the United States Operates His Branch Stores," will be another feature. There will be more of Frank B. Rae, Jr.'s brilliant and stimulating editorial writing, and other matter of practical importance interestingly written.

CAN washers be sold "off the floor"? There is no topic discussed with more interest by washing machine men than this. Certainly, if washers are going to be sold by the public's walking in and buying them, it is natural to believe that the hardware merchant is going to be one of those who would get a portion of this business.

An unusually interesting contribution, therefore, is that printed on page 102, in which a prominent hardware man, Wallace S. Whitcomb, cites his experiences to prove that over a period of years the hardware man is selling more and more washers in the home and less and less in the store. The problem comes back to one of organization to do the work in the field.

H
OW



LONG does *Christmas Last?*



FROM the middle of November until Christmas the public will indulge in the enjoyment of its annual and traditional buying jag. An appalling mass of gimcracks will be paid for in good money and lugged home, only to be finally gathered up with the dried mistletoe and the bedraggled wreaths and thrown into the ash can. The family pocket book will have a headache and will be indisposed during January.

Electrical gifts, on the other hand, are not only welcome but the welcome lasts as long as the gift itself. Because they are enduring both in beauty and utility, the giving of electrical appliances and lighting equipment at Christmas time gives a unique permanence to the expression of the sentiment which prompts the gift.

"Gifts of Lasting Satisfaction"—this is a worth while theme for Christmas advertising by the electrical trade.

Price Cutting-

By FRANK

WHEN an argument becomes bitter, you can put it down that a simple misunderstanding of fact or definition is generally the cause.

No two men see exactly alike. No two men give exactly the same meaning to a word. And most of us don't want to, for it is human nature to see what we want to see, to believe what we want to believe, and to read meanings into words which we want to find there.

There has recently developed in the electrical trade a bitter argument over electric utility merchandising—or, if the argument's not exactly bitter, it is certainly pretty sour. This argument, like most arguments, arose out of misunderstanding. The two sides, the pros and the cons, are not arguing about the same thing, but they are spending a lot of time, energy and vociferousness doing it, to the detriment of this writer's tympanic equipment and the exasperation of his soul.

Some of this argufying we believe to be hypocritical lip service performed by persons whose object is not to arrive at truth but to prolong and profit by misperception. These persons are in a class with the small boy who derailed a train so he could steal the headlight off the wrecked engine for his scooter-car. They are willing to upset a billion-dollar industry for the sake of their thirty-dollar jobs, or to win a little handclapping from a thin roomful of folk who like to be told what they want to hear.

LECTRICAL MERCHANDISING is not partisan. As a proposition, this magazine believes that the more people sell appliances, the more appliances will be sold. We do not believe there is any practical point of saturation for electrical merchandise any more than that there is a saturation point for baby buggies. There is enough business in this trade for all of us—and a damned sight more than we are now getting. Our job, then, is not to stop anyone from selling, but to figure out ways and means whereby all may sell more.

On the right basis. Get that point clearly in mind. Sales based on wrong methods, unsound finance or leprosus ethics carry a profit of quicksilver.

It was to find at least a toehold on one corner of this elusive "right basis" for selling electrical merchandise that we have recently been studying and investigating the squabble between the utilities and other groups within the trade.

We repeat, we are not partisan. Why should we be? Our interest lies in the sale of electrical merchandise, not in any clique or bloc among the sellers thereof. The utility men or the hardware men or the electragists may all be upright citizens, kind to their families, and devout members of the church, but if they or any of them are a menace to the ever-increasing popularity, sale and use of

electrical appliances, then we will gladly grease the skids to ease their several ways into oblivion.

This goes for all—impartially. We see no especial merit in any man's mercantile ancestry or affiliation. It's what he himself is that counts. If he isn't what he ought to be, merchandisingly speaking, we're agin him: if he is doing a constructive job of electrical merchandising, we will fight for him, no matter to what bloc he belongs.

But before we take sides and do any fighting, for or against, let us examine the facts.

IT seems to us that there are several sets of facts to consider, together with the definitions touching on, surrounding and appertaining to each. The first set of facts has to do with *inducements*.

Inducements are offered for two widely different reasons. One is to get rid of the merchandise upon which the inducement applies. The other is to get traffic into the store so that other merchandise will be sold. Both are legitimate within reasonable limits, and both are unfair when abused.

No inducement should be necessary to move standard merchandise which is honestly priced in the first place. An electric flatiron, for example, is standard—it has no style or season. Therefore, there is no normal reason why a merchant should split his profit or accept a loss on it. To do so means simply that he is injuring his competitors at no profit to himself, and while that may be legal, it is not legitimate. Yet, to draw traffic to his store, it might be perfectly proper for him to make a quick, vicious cut on flatirons for a limited time and on a limited quantity. The ethics of the case lie in the purpose, not in the action.

A GOOD part of the misunderstanding which has grown up between utility companies and others in the electrical trade is founded upon a quite general misunderstanding of this matter of inducements.

The utilities have seen department stores mark down style merchandise and seasonable items, and, without looking behind the act for the reason, have called it price-cutting. It isn't, of course. The reason for such sacrifice is that no merchant can afford to carry over merchandise the value of which may be wiped out by a style change, nor can he afford the carrying charges on merchandise which is saleable only during a limited period each year.

On other occasions the utilities have seen merchants ballyhoo "specials" which were obviously sold at less than the bare cost of the merchandise. Again they have called it price-cutting and have gone and done likewise. And

legitimate and otherwise

B. RAE, JR.

again they were wrong, for the merchants were simply making a bid for store traffic.

"Yeah, but lookitum," protests the utility man, "they're all doing it—why pick on me for following the example of the best merchants in town?"

Score one for the utilities.

THE cold fact of the matter is that behind about three-quarters of all the special sales and loss-leader merchandise offers you will find no more cogent reason than that the other fellow is doing it. One merchant cuts—maybe to win store traffic. His neighbor cuts to meet him. Some make cuts because they say "the public expects it." Most make cuts simply "because." They don't know what all the cutting is about, but since it appears to be a free fight they seem irresistably impelled to horn into it.

But into such a donnybrook, the utilities have no cause to mix. The utilities need offer no inducement for traffic. Twelve times a year they get a very high percentage of their customers into their stores to pay the service bills. Any merchant who could do the same would be a very special sort of fool to offer traffic-inducements—for why should one dig worms for fish that are already in the creel?

The utility also has small cause to offer inducements to "close out" merchandise. It carries practically no style items. Unless it foolishly overbuys, it is not likely to be embarrassed by surplus stocks. And, if its relations with customers are what they should be, its shopworn items and demonstration units can be disposed of without disturbing the peace of mind of competitors.

The utility's one and only purpose, then, for offering price inducements is not a merchandising purpose, like that of the panic stricken mercantile price-cutter, but is a utility purpose. As such it is unethical. Also, it is unnecessary. We need some straight thinking at this point.

THE utilities must remember that they occupy a very peculiar, not to say an almighty, delicate position. Their business is the sale of energy. To develop and promote energy sales they have gone into the business of retailing items which consume energy. This is all right if it's done right—all wrong if it's done wrong.

Suppose, for example, the owner of a great coal field decided to sell kilowatts to consume his own coal. Suppose franchise conditions were such that this mine owner could string wires and sell energy at will, just as utilities open stores and hire clerks to sell merchandise at their will. And finally, suppose Mr. Mine Operator decided to sell this energy at rates which would pay him only what he considered a fair price for his coal, with no overhead or profit on the kilowatts. It is this writer's con-

viction that the utilities who might have to buy their coal and depend upon the sale of energy for their profit would consider such competition (if it were possible) very unfair. That, roughly, is the way other merchants look upon a utility's using price inducements to promote utility purposes.

There is a truism in the economics of merchandising to the effect that the lower the price the wider the market. Nobody, I think, questions this. But it behooves the utility men to ask themselves seriously what they mean by lower price. Do they mean a five dollar flatiron at two-fifty, or do they mean a two-fifty flatiron?

If the latter, nobody quarrels with them. A merchant can make his reasonable overhead and proper percentage of profit on a two-fifty iron just as surely as he can make this percentage on one retailing at five dollars. But if the utilities, when they speak of lower price, mean the sale of a higher priced article at a sacrifice of honest merchandising overhead and profit, then the utilities are cracked in the cerebrum and require the services of a bonesetter.

Which I am inclined to think many of them do, as do also all the other unethical or unintelligent price-slashers.

ACTING in the capacity of such bonesetter, then, let the writer sum up the pros and cons of that simple but badly befogged cause of mercantile anguish, the inducement.

1. When an inducement is offered to move style merchandise in anticipation of style change, it is legitimate.
2. When an inducement is offered to move seasonable merchandise upon which the season-to-season carrying charges are prohibitive, it is legitimate.
3. When an inducement is offered to win store traffic and to promote the sale of other merchandise, it is legitimate.
4. When an inducement is offered in retaliation or to divert traffic or trade from a competitor, it is vicious competition.

5. When an inducement is offered because someone else offers one, or because "the public expects it," or just "because"—it is plain merchandising assinity.

6. When an inducement is offered for some other purpose than to sell merchandise, it is worse than 4 and 5 together—it is cock-eyed economics of the sort that invites somebody to pass a law.

Let us, by all means, have inducements. They are among the most useful strategies in the mercantile bag of tricks. But let us have *constructive* inducements, of the sort that will increase the whole electrical trade, and not the sort that increases the business of one at the expense of another.

The Dealer Borrows

Two Kinds of



*When financing companies discount leases they INVEST
operating capital and LEND cost of merchandise*

THE article "Finance Company Reserves Handicap the Dealer" in the August issue of *Electrical Merchandising* commences with the following quotation:

"We deal entirely in washing machines, cleaners and ironers, doing an average business through three stores. We are not making sufficient profit to continue in our business very much longer. Certainly, if dealers, especially those operating through finance corporations, cannot make money on appliances, they will discontinue them altogether.

"It has been said that 'a finance company has never lost money!' If dividends are any indication these people must make excess profits in proportion to the risks taken.

"The average cost of my washer is \$90, the selling price is \$155, and carrying charge to consumer is \$14,

making a total of \$169. The down payment is \$13, the balance due on the contract consequently being \$156. When presented for discount, I am usually charged 8 per cent or \$12.48 for one year. On top of this, a 10 per cent reserve fund is deducted, \$15.60, leaving me exactly \$127.92, which, with the \$13 down payment, gives me a total of \$140.92.

"Now add my salesman's commission of \$18 for selling the machine, to the finance and reserve charges, and you have a sum of \$46.08. Add this figure and my own selling cost of \$13, or store overhead, to original cost and you have \$149.08, leaving me an actual margin of profit which is less than \$7.

"Remember, I am disregarding publicity, loss on reclaimed machines, and service. How can anyone be so blind as to expect to make a success on any such basis?"

By HOWARD A. LEWIS
Vice-President, Electric Refrigeration Corp.

of MONEY

This letter undoubtedly represents the viewpoint of many dealers but there is an error in his mathematics. A picture of the cash story of this washer transaction will show the point:

CASH ACCOUNT

With a Washer Sale—"Quoted Customer \$169"

Down payment	\$13.00	Cost of machine	\$90.00
From Finance Co... \$156.00		Salesman's commission..	18.00
Less 8% deduction	\$12.48	General selling cost.....	13.00
Less reserve fund			
\$15.60	\$28.08	\$127.92	
Cash received at time of sale.. \$140.92			
Final payment in 12 months.. \$15.60		Gross profit* . .	\$35.52
			\$156.52

*Covers items not included above as follows: Publicity, loss on returned merchandise, service, general overhead, profit.

THE error occurred when our friend added his \$18 salesman's commission to his finance and reserve charges and then added this total to his own general selling expense of \$13 plus cost of merchandise, making a total of \$149.08. By his method, he has figured finance and reserve charges twice, once as an addition and second as a subtraction, in arriving at \$127.92 paid by the Finance Company.

There is considerable difference between \$7 and \$35.52 or 22.6 per cent when figured on a sale netting the dealer \$156.52.

A study of this picture brings up some interesting points: first, the time-payment house immediately supplied enough cash, \$127.92, to finance the purchase price of the merchandise, \$90, plus \$37.92 to help pay the dealer's cash operating expenses or 24.2 per cent of the \$156.52. Add the \$13 down payment from the customer and the dealer had \$50.92 of immediate cash to meet his sales and operating expenses or 32.5 per cent. Not so bad, with another \$15.60 coming to the dealer in twelve months or 9.9 per cent on the \$156.52. Sure the dealer profit is postponed but it should be with somebody else putting up the money to buy the goods, plus 24.2 per cent of the collectable sales price and the same somebody else standing to take a loss until final payment is made.

The dealer is doing business with other people's money and fully to protect this money he can afford to wait twelve months for his profit, particularly since his own capital is not tied up.

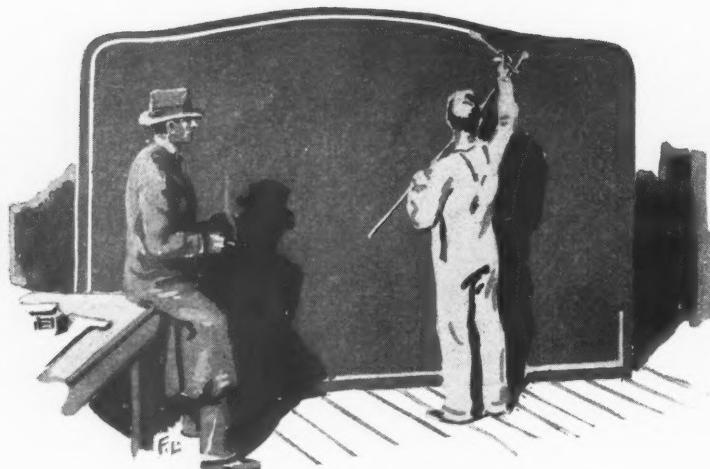
That brings up another point. Figuratively the dealer obtained two kinds of money when he got his check

from the time-payment banker of \$127.92. Ninety dollars or the price of the washer is money loaned him with definite tangible security. This money is protected with property like second mortgage money on his house. The banker is protected here by a tangible something. If this were only a \$90 loan that the dealer required and that would pay out in three months, the dealer could take it to his local commercial banker and borrow at say, 6 per cent, but it is a twelve-month loan—therefore, it is more like a short-time second mortgage worth say, 7 per cent or \$6.30 interest for twelve months.

NOW the balance of \$37.92 of cash money given to the dealer by the time-payment banker goes to meet the dealer's operating expenses, to pay for the sales plus. Here the banker has become a partner with the dealer in operating the dealer's business. This \$37.92 is really "owner's capital" because it is used as owner's capital—to wit, paying salesmen's commissions and other cash items chargeable to operating expenses. As a practical matter, the properly financed dealer should be able to put this money up himself and if he did, he would want at least 15 per cent return, which is \$5.688 on \$37.92 for twelve months. Add this \$5.688 to the \$6.30, which is 7 per cent on the \$90, and we get \$11.988 interest charges against \$12.48 charged by the time-payment banker. Considering the risks involved and the operating costs of the bankers and all other things written and talked about, the \$12.48 is not out of line and the reserve of \$15.60 held back for twelve months is a minimum of security, particularly so when a dealer has not enough "owner's capital" in the business to finance all his operating expenses after the other fellow has furnished the money to buy the merchandise.

As more "owner's capital" goes into a given retail situation and when the bank is only called upon to finance the cost of the goods, interest charges will automatically go down and the amount of reserve required will decrease.

I am not trying to defend installment selling or time-payment bankers—the latter are quite able to tell their own story more eloquently than I, and the former is a commercial fact. What I am trying to put on the table is that any dealer is all wrong to expect somebody else to supply "owner's capital" that he, the dealer, should be supplying and then complain when the other fellow asks protection for his money plus the owner's rate of return on that part of the money advanced that does not cover the merchandise but pays for the cost of making sales and operating the business.



A background screen focusses attention on the electrical appliance on display and local sign painters will make these for as little as \$10.

FOR the electrical dealer with a full line of appliances to sell the most productive and practical plan of Christmas window decorating that I know of provides for a different display each week for six weeks preceding the holiday. In such a campaign a few associated appliances are featured each week for five weeks and the final smashing climax to the campaign is a window used during the Christmas week itself combining the good features and appliances of all the other displays.

Six weeks is far enough in advance of Christmas to start such a campaign I believe. Earlier than this it has been my experience that people are not thinking overmuch of the holiday and it is like bucking one's head against a stone wall to try and arouse interest.

To get right down to business then. To sell a complete line of electrical appliances I would start on Monday, Nov. 14, and would display my merchandise in about the following manner :

November 14-20:

Refrigerators and small cooking appliances such as percolators, toasters, waffle irons, grills.

November 21-27:

Washers, ironers and small hand irons.

November 28-December 4:

Heaters, radio and small appliances such as curling irons, violet rays, hair dryers, etc.

December 5-11:

Vacuum cleaners.

December 12-18:

Ranges and repeat display of small cooking appliances.

Practical for Your

December 19-25:

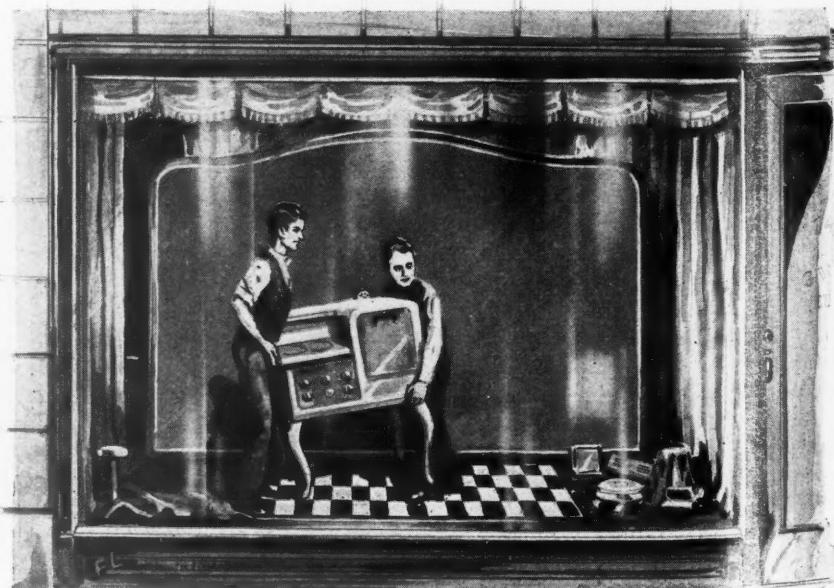
Refrigerators and small cooking appliances, ranges, washers and irons, both hand and automatic, radio and flashlight batteries. Also vacuum cleaners.

A brief explanation will suffice for this rotation of windows and grouping of appliances. In the first window, refrigerators and small cooking appliances have been displayed together because they all are used for the preparation or preservation of food. It is the old story of selling by displaying associated appliances. In the second display it will be seen that appliances having to do with the care

of clothing are shown simultaneously. In the third, heating appliances and radio are displayed because they

are both used to promote comfort in the home. In the fourth display, vacuum cleaners are featured alone because few associated items are manufactured. In the fifth, used during the week of Dec. 12, small cooking appliances are repeated with electric ranges because of their obvious similarity, and in the last or sixth display the final punch of the window display series is obtained by displaying the entire line.

The group display of associated appliances is practiced throughout the entire campaign, even to the last or general window. In this final display



A small square of checked linoleum placed under a kitchen appliance improves its appearance and lends a "homely" touch.

PLANS

Christmas Window

An Interview with
E. F. NEWKIRK
*General Electric National Exhibit,
Atlantic City, N. J.*

small cooking appliances are grouped around the refrigerator, hand irons are placed in close proximity to the washer and ironer and radio is supplemented with flashlight batteries which are excellent items for the electrical dealer's display. I recall many instances in which customers for radio sets have also been customers for flashlight batteries and vice versa. Perhaps this is because prospects think of all dry cell batteries, radio or flashlight, as a single commodity. Many radio users use flashlights to check their battery hook ups.

I have found it much more effective to display just one refrigerator, washer or range at a time than to crowd two or three into the display window. The only time I have found it advisable to crowd the display window is during the last week of the campaign. Vacuum cleaners, however, are best displayed in twos or threes. I am assuming in outlining this plan that the retailer has available one window of average size and that his line of appliances is sufficiently representative.

BACKGROUND for the appliances placed in the show window is one of the most important features of display. It is advisable, whether the back of the show window is open or closed, to construct some sort of a screen against which the appliance will stand out in relief. Without such a background the eye of the window shopper invariably looks around and beyond the appliance.

Ordinary screens, of the two or three panel folding type can be used satisfactorily as a background for all 6 exhibits or a screen about 8 by 10 feet may be inexpensively constructed of stiff bristol board or material such as beaver board. The latter is usually the most convenient and effective and

a local sign painter will cut its top surface to a pleasing curve, paint and decorate it for as little as \$10. The one thing which should be kept in mind when constructing this screen is that for best results it should be of



Color shades placed in alternate window lights "tone" the window without making the coloring so solid that appliances are hard to see.

some neutral color, preferably an unobtrusive light blue. Brilliant colors have been used for this plain surface but these require a great deal of skill in handling otherwise attention is drawn from the appliance.

The screen should be plain with perhaps a white border painted an inch or so in from its edge. I have seen many good ones cloth covered instead of painted. I would like to say at this point that a good background often overcomes many short comings of the rest of the display and it should be carefully constructed. This screen is used with all six successive Christmas windows and is merely handled differently each successive week. One week it might

have in its center an attractive bunch of gardenias with lengths of silver or gold ribbon on tinsel radiating from these flowers to the edges of the display background. In the following displays a holly wreath might be substituted for the gardenias and radiating lengths of Christmas greenery might be run from the wreath to torchiers placed one on each side of the screen. It is upon these decorations that the retailer may rely for the Christmas note in the display. I prefer always to inject the holiday atmosphere in some simple manner rather than to construct family groups around a Christmas tree in a corner of the window, or than to employ other elaborate methods of getting over the idea of electrical Christmas gifts. Unless the retailer has a very large window or several of them such pretentious treatments of the Christmas spirit take up more valuable display space than they are really worth.

I never hesitate to use red ribbon and plenty of holly with a lavish hand. The retailer should remember however that if a screen of any other color than blue is employed he should be careful not to have the decoration colors clash. Imagine for instance the sickly effect of gold tinsel against a light green background. Yet both gold and silver may be used to ornament a light blue screen with pleasing effects.

FLOOR coverings for a good Christmas display are necessarily divided into two separate and distinct kinds—linoleum and rugs or carpets. Carpet should always be used beneath appliances such as heaters, radio sets, vacuum cleaners, while linoleum should be used with refrigerators, washers, ironers and ranges. The reason is obvious. Linoleum is used to

impart the atmosphere of the kitchen to the display of kitchen appliances. Rugs or carpet are used in connection with the living room appliances.

Assuming that the floor of the window selected for the displays is in good condition, polished or painted, it is not necessary to cover much surface with linoleum or rugs. In fact these are very effective if merely placed beneath the single major appliance displayed, extending a few inches or feet around the appliance on all sides. In case the floor or base of the window is in poor condition a neutral grey linoleum is usually effective as a permanent covering.

AT THIS point it will be well to caution the retailer against the overuse of tinsels, artificial snow and other decorative accessories to the display. If these are used, it should be sparingly, only enough to set off the window and get over the Christmas idea. They should never be used in such quantities as to hide or detract from the appearance of the appliances. After all, it is the *merchandise* which the dealer wishes to display and sell. The design of the linoleum used is also important. It should preferably be black and white and in large checks rather than small checks or freakish designs. Just as the stage settings and footlights in a theatre seem to make the actors larger and more imposing so do large black and white checks add "weight" to electrical appliances.

Drapery are also classed as floor coverings. These are sometimes used in cover raised platforms often used in connection with low appliances such as vacuum cleaners and to form a color background for small nickeled appliances. Inexpensive sunfast draping materials are plenty good enough for this purpose and there is rarely any need for the purchase of expensive velours. These are usually injured when used in one or two displays because of their thickness and "crushability" and are from \$7 to \$12 a yard more expensive than simple sateens, rayons, and poplins. Crepe paper is sometimes acceptable though difficult to handle.

JUST as important as any other feature of a good window display is the form of lighting employed. A few general pointers to keep in mind in connection with lighting are as follows: Light sources should usually be from overhead and close to the glass for best results. If portable lamps are used, and torchiers are ex-

cellent flanking the background screen, these should be merely illuminated, not bright enough to throw a glare on any of the appliances in the window. A number of dealers of my acquaintance have found it easy to obtain pleasing effects through flood-lighting. It is rarely necessary to obtain such sharp contrasts as that offered by spotlights and unless handled by an experienced man these usually delete pleasing decorations from the window display picture in an effort to bring up the major appliance. "Floods" on the other hand "vignette" the window; bring the principal object into relief and at the same time cast a soft glow over the rest of the display which is very pleasing.

IN CONNECTION with the color of the lighting, or what is more correctly termed the "tone," there is a definite scheme to follow. This will do much to change the appearance of the windows from week to week and is obtained not by using all colored lamps but rather by "toning" the color of the white lights with a few colored ones. On the first week's display, refrigerators and small cooking appliances use a combination of blue and white lamps. This gives the necessary cold tone to the refrigerator display. On the second week, washers and ironers, use an amber tinge to represent daylight, for these are daylight appliances. On the third display, heaters and radio, use red and white lamps, giving a cheerful "home" effect. Vacuum cleaners on the fourth week are one of the few appliances which may be illuminated with a green tone. It should be kept in mind that green does not improve the appearance of white enameled appliances but rather makes them look "sickly."

On the fifth window, that of ranges and electrical cooking appliances, the amber shade can be repeated and a very effective shade is reserved in the combination of red and blue lamps, intermixed with white lamps for the last or climax display. The effect is a soft lavender glow.

Care should be taken in all these lighting suggestions to just "tone" the window with colors and not to use so much of it that a "solid" red, blue, green or amber color results.

On the question of the amount of illumination best suited for use with a Christmas display the best answer is to use no less than your neighbor, whether he is selling groceries, dry goods, or any other merchandise. If

the illumination of a neighboring store is very high, the retailer has no alternative but to bring his lighting up to this standard. Otherwise the brightly illuminated window will "kill" the other less brilliant display.

SHOW cards are the next consideration in a good window display. I have always been of the opinion that in this direction the retailer has an excellent opportunity to crystallize the sales points and inducements shown in a general way by the arrangement of his merchandise. Properly designed and executed show cards offer an excellent medium through which the dealer may say something definite and to the point to his prospective customers. By show cards I do not mean price tags.

My rules for show card design are very simple. Copy should be brief and to the point, and if a long message is to be carried to the prospect it is preferable to spread it over a number of cards rather than to crowd it onto one. A "jammed" card will not be read. Copy should bring out the desirability of the appliance on display, not its *technicalities*. I assume that people are interested in what the appliance will do rather than how it is constructed. In a window displaying a washer and a number of smaller appliances for instance, I would place a rather large sign directly before the washer in the center of the display, taking care that it was small enough to permit full view of the appliance and would then place other and smaller descriptive cards beside flatirons and so forth.

Again I have found the sign shop of great help in preparing these cards. These fellows can usually do an inexpensive job on signs which we could not hope to imitate without a tremendous amount of bother and work. Here again it is possible to get a Christmas note into the picture, both in the wording of the show card copy and in the decorations on the cards.

While on the subject of show cards I would like to mention the practice of pasting display posters on the retail window. This to my mind is not good display. It requires but a little thought to understand why it is bad practice. Placed so close to the street it excludes much of the prospect's view of the interior of the window, usually directs his attention to the window itself rather than to the appliances within and utterly ruins the feeling of "depth" so important in a display.

Call Issued for Industry Sales Conference

IT IS peculiarly fitting that among the first activities of the reorganized Society for Electrical Development should be the issuance by its president, W. W. Freeman, of a call for the Joint Industry Sales Conference.

Mr. Freeman's letter sums up the reasons for the Conference and makes note of the acceptance by the presidents of the national associations. The letter sent to the heads of associations follows:

Last spring the four major national associations of the electrical industry participated in a joint Conference on Wiring. Out of that conference came a proposal to hold a further joint Industry Sales Conference, to decide upon the advisability of setting up a definite industry program for overcoming the present inadequacy of house wiring through some sort of a comprehensive campaign to adequately rewire and refixture the (estimated) 12,000,000 homes where today the sale of electrical equipment is seriously embarrassed by the lack of outlets.

It has been reported that the National Electric Light Association (Commercial Section), the National Electrical Manufacturers Association, the Electrical Supply Jobbers Association and the Association of Electrification-International, have all acted favorably on this proposal. I understand that the personnel of their delegations to such a conference is already slated and that action only waits upon the setting of a time and place.

It, therefore, seems most fitting that The Society for Electrical Development, with its new status in the organized industry, should offer its services and facilities and issue the call for the Sales Conference. Certainly it would give me great pleasure to personally welcome the delegations from these four associations and to preside through the election of their own Chairman.

I am writing you informally to extend to you the good offices of the Society for the calling of this Industry Sales Conference. If your Association desires me to issue the call, will

you kindly so advise me? I tentatively suggest that the conference be convened on November 4 at the offices of the Society.

Sincerely yours,
W. W. FREEMAN,
President.

Though the date (November 4) for the first meeting was tentatively suggested, the final date has not yet been decided upon, but it will be as early as possible in November.

Notices of appointment of the several delegations have been received at the offices of the Society. These appointments are as follows:

N.E.L.A.

Harry McConnell, Genl. Comm'l. Mgr., Electric Bond & Share Co., New York, N. Y.
E. W. Lloyd, Vice Pres., Commonwealth Edison Co., Chicago, Ill.

W. H. Dodge, Vice Pres., Byllesby Management & Eng. Co., Chicago.
M. C. Huse, Asst. to Vice Pres., The Philadelphia Elec. Co., Philadelphia, Pa.
J. E. Davidson, Vice Pres., Nebraska Power Co., Omaha, Nebraska.

N.E.M.A.

W. E. Sprackling, Pres., Tubular Woven Fabric Co., Pawtucket, R. I.

H. T. Bussman, Pres., Bussman Mfg. Co., St. Louis, Mo.
Robert Kuhn, Pres., American Electric Heater Co., Detroit, Mich.
R. J. Russell, Pres., Century Electric Co., St. Louis, Mo.
David Sarnoff, Vice Pres., Radio Corp. of America, New York, N. Y.

E.S.J.A.

G. D. Cullinan, Vice Pres., Graybar Electric Co., New York, N. Y.
W. W. Williamson, Vice Pres., Alpha Electric Co., New York, N. Y.
J. G. Johannessen, Pres., General Electric Supply Co., New York, N. Y.
C. McKew Parr, Pres., Parr Electric Co., New York, N. Y.
John L. Owen, Treas., E. B. Latham & Co., New York, N. Y.

A.E.I.

Joseph A. Fowler, Pres., Fowler Electric Co., Memphis, Tenn.
W. Creighton Peet, Pres., Peet & Powers, Inc., New York, N. Y.
A. Lincoln Bush, Pres., Belmont Electric Co., New York, N. Y.
J. H. Fryer, Pres., Berkshire Electric Co., Pittsfield, Mass.
W. H. Ochiltree, Pres., Ochiltree Electric Co., Pittsburgh, Pa.

LEAGUE

J. E. North, Pres., The Elecl. League of Cleveland, Cleveland, Ohio.
Earl Whitehorne, Associate Editor *Electrical Merchandising*, New York, N. Y.
R. Rourke Corcoran, Manager, The Electric Association, Chicago, Ill.
D. C. Birdsell, Pres., Decorative Lamp & Shade Co., Philadelphia, Pa.
H. A. Brooks, Comm'l. Mgr., Potomac Elec. Power Co., Washington, D. C.

Revised RED SEAL Plan in S.E.D. Program

PRELIMINARIES to the all-industry plan of operation reached a definite point of culmination in New York on Oct. 19 when four planning committees representing the interests of N.E.L.A., N.E.M.A., E.S.J.A., A.E.I., and the League Council submitted recommendations looking toward the establishment of an adequately financed working program for the Society for Electrical Development before the turn of the year.

Submission of the committee findings marked the second step taken in the inter-association movement to marshal all of the industry's co-operative facilities behind those activities that encompass Red Seal wiring,

code and ordinance standardization, league and field development and inter-group publicity and advertising services.

The first definite action in this direction was taken but a month previously when the newly elected S.E.D. Board of Directors met and appointed four planning committees from the four groups and the leagues to investigate the possibilities, of gearing together all present Society work with the broader phases of the electrical industry's general promotion, and report back as soon as possible.

Those recommendations for this program of unification just placed in the hands of the S.E.D. executive

(Continued on page 137)



Boss and Sales Clerk—

Lancaster Electric and Construction Company

TOGETHER

they pick the company's operating statement apart—check expenses, profits, with other years.

TOGETHER

they go over service costs—profit margins—discuss ways and means to move shelved stock, eliminate waste.

Knowledge, Cooperation—and the result is Better Business.

"After analyzing the business statements of our radio department operation for the last seven months we note this:

1. Total radio sales show an increase of 91 per cent over the business of a corresponding period last year whereas our gross profits only show an increase of 67

per cent. This indicates to us that First, we are selling on a smaller margin of profit. Second, that our obsolete stock sold was too great in proportion to the sales of newly purchased merchandise.
2. Our wages show an increase of 43 per cent.

in BUSINESS

3. Our gross profit only represented 30 per cent of sales or 43 per cent of the cost of the merchandise.

4. Our servicing shows an increase of 121 per cent in paid-for calls but also an 87 per cent increase in cost.

5. Our net profit on sales shows an increase of 62 per cent.

We must plan now for fall and winter business where our real profit should show up."

THIS is an unusual memo for the owner of a store selling electrical appliances and radio apparatus to route to the various members of his sales force. Obviously it is an example of a "partnership" of boss and employee that has achieved a degree of perfection which would have been looked upon only a few years ago with grave misgivings.

Unusual, yes. Yet it is also obvious that with a full and accurate knowledge of the strong and weak points of the retail business in which they are interested employees can do much to correct faults in the everyday routine of their work and so increase profits.

The memo is one routed to the radio sales force of the Lancaster Electric Supply and Construction Company, Lancaster, Penn., by the president of the company, John E. Heiss. This particular example of the close co-operation between Mr. Heiss and his sales force is not recent but has been selected merely as a typical example of the type of information the executive has released to his employees in the past and is still using to better his business. When written, this brief analysis of the company's radio department business was based on a seven-months' statement.

	Current Year	Previous Year
Gross sales.....	\$26,079.58	\$13,649.46
Cost of merchandise.....	18,223.34	8,943.88
 Gross profit.....	 \$7,856.24	 \$4,705.56
 Operating Costs	 Current Year	 Previous Year
Salaries.....	\$2,389.54	\$1,668.11
Rent, light, heat.....	360.00	240.00
Commissions.....	575.79	254.13
Advertising.....	296.78	436.98
Accounting.....	320.00	180.00
Insurance and taxes.....	281.40	
Gas and oil (3 cars).....	175.00	
Freight.....	280.00	
Phone and telegraph.....	56.00	
Stationery.....	105.00	
General office expenses.....	105.00	
Material damaged.....	178.64	
Depreciation.....	434.00	210.00
Interest on investment.....	350.00	370.00
 	 \$5,907.15	 \$3,509.22
 Net profit (7 months period— January to July).....	 \$1,948.89	 \$1,196.34

THE set-up of Heiss' radio department is typical of many electrical appliance dealers who have entered the new field. His department occupies a portion of the electrical store and all items of expense are proportioned to his gross volume. He adds an item of interest on investment which represents 6 per cent of the amount invested in radio merchandise. This investment averages about \$11,500.

The department has three employees; a manager and two sales-service men and the three men work on a combination salary and commission arrangement. Service is offered to customers of the radio department for a period of 6 months without charge but all replacement parts used must be paid for by the customer. Fifteen per cent of the total radio business of the department is in small parts and accessories, the balance in up-to-date receivers.

For several years the company has owned and operated a low-power broadcasting station installed in the rear of the store, which is of considerable advertising value as it reaches many local electrical appliance and radio prospects. Heiss claims that his station, designed and built by two of his radio department employees, was the first to be operated commercially in the state. Aside from this somewhat unique feature his business does not differ from that of other large electrical dealers in the section who have really gone into the radio business in dead earnest.

* * * *

Partnership. The word is common in business and one immediately forms a mental picture of two men financially interested in an enterprise working shoulder to shoulder on a common problem and sharing trials and worries as well as profits. We visualize two men struggling side by side to establish a business and a reputation.

But Heiss of Lancaster Electric has demonstrated that there is another kind of partnership possible in business; that of boss and employee. This partnership must be present in every organization and the ease and facility with which these "partners" pull together, understand each other and their joint business problems, decides for success or failure. In this latter partnership both parties are also struggling with a common problem for a common end and though both are not leaders, financial interest is there. The boss is financially interested in his employees for what business they produce and the employee is financially interested in improving his job.

That more can be accomplished in a co-operative sense between boss and employee than is accomplished in the majority of businesses has been demonstrated by Mr. Heiss. Recalling his reprinted memo we note that in the short period of a year business increased 91 per cent and net profit increased 62 per cent. The picture doesn't need any story.

Drawing Dollars from TECHNICALITIES

AS A generality, those electrical merchants who started in the electrical end of the business pay too much attention to technicalities, while those

who started in the mercantile end are too apt to let the technicalities run for Sweeney. Only a very few who recognize that most of our trade's technical data consist of an intricate mixture of basic verities and bunky verbiage, have the keenness to get the practical sales value out of it.

For practical sales value it has—in plenty.

This is especially true of the technicalities surrounding lighting merchandise.

The time is just about past when lighting equipment can be successfully merchandised either in ignorance or in defiance of engineering considerations.

This does not mean that it must be sold by photometric curves or with the aid of a foot-candle meter, but it does mean that the seller of fixtures and shades and even bulbs must have some general idea of what is technically good and what is technically bad, and must be guided by this knowledge in the selection of the lighting merchandise he buys and sells.

Perhaps the reason why a great majority of non-electrical merchants have neglected the technicalities of lighting is because the abstruse angles of these technicalities have been emphasized and paraded by the engineers while the practical business aspects of engineering have frequently been given the shush-shush. You see, sordid commercialism is so apt to be "unethical."

For example, at the recent illuminating Engineering Society convention in Chicago, they had on their program a paper entitled "A Preliminary Report of the Measurement of Variation of Energy in the Vita Spectrum of the Sunshine in Kansas." Maybe you know what that

A merchandising moral from an engineering meeting

one's about. The writer does not. And he ventures to guess that not very many electrical merchants know, and those who know don't care very many damns.

But farther down on the same program were papers and addresses on "Light for Ornamentation," "Adapting Period Designs to Modern Illuminants" and "Decorative Requirements in Home Lighting"—one illustrated by an exhibit of ultra-modern French light ornaments utilizing a new lamp—which papers would serve any lighting merchandise buyer as a very advanced guide on what to seek and what to avoid in considering next season's stock requirements.

ANOTHER thing the lighting merchandise buyer would have found of great interest was the exhibit of a new, or perhaps one would better say, a modernized type of semi-indirect residence fixtures and portables. Anyone whose business it is to anticipate fixture style trends would profit greatly by an examination of these units and an understanding of the technical reasons which underlie their design. One does not have to be an engineer nor know all the mystifying patter of lumens, light refraction and heterochromatic photometry to understand that in this display was shown a type of merchandise which seems to promise quick popular acceptance and wide sale.

Still another feature of the convention of illuminating engineers which had practical mercantile value, was the demonstration of the rating scheme for residence luminaires which has been developed and adopted by the Committee on Home Lighting Equipment.

IT MUST be understood that about three-quarters of the lighting fixtures sold today are designed with no intelligent thought of their illumination value. In al-

most every other article of use or wear, the utilitarian purpose came first and the ornamentation or style was added. In the design of lighting equipment, just the opposite development seems to have taken place, with the result that the nation's homes are filled with fixtures which may be handsome enough as cold ornaments, but which are glaring eyesores when the lights are turned on.

It was to correct this condition and to guide future fixture trends toward illuminating value as well as beauty in craftsmanship that the so-called "rating scheme for residence luminaires" was devised. An understanding of this method of rating means simply that the lighting merchandise buyer will be enabled to select numbers which give better lighting effects in the home and hence will give more lasting satisfaction to the customer.

In the matter of lighting merchandise, we have been the victims of an unfortunate angle in our sales approach. If you will compare the sales routine of our merchandise with that of the automobile, for example, you will see the point. The auto manufacturer had to sell the need or desire for his product, hence he built his sales story around such subjects as the joys of the open road, the convenience of quick transportation, the pride in ownership, etc. With lighting equipment, the need already existed—people already wanted more light—and so the original sales story was built around such arguments as more-light-for-your-money and hand-somer-fixtures-for-half-the price. The auto men for the most part talked about results—they talked about easy riding qualities, not about springs; they talked about speed and flexibility,

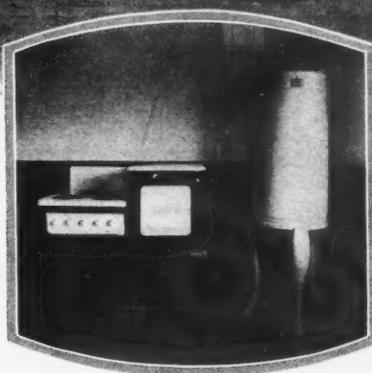
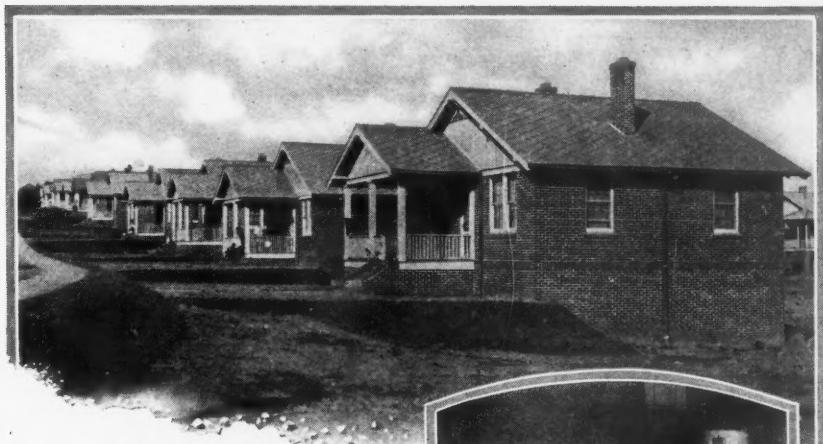
(Continued on page 137)

"210

Electric Ranges

200

Water Heaters



Charge to *CHICOPEE MILLS'*



CARL O. BROWN
Assistant merchandise manager, Georgia Power Company, the actual salesman behind the installation

textile plant of tremendous size by Johnson & Johnson, surgical supply manufacturer of New Brunswick, N. J. Carl O. Brown, assistant merchandise manager for the Georgia Power Company, has succeeded in selling to this town 210 "Red Crown" automatic electric water heaters and 200 electric ranges, 100 each of "Hotpoints" and "Westinghouse." He sold these outright to the management of the mill, for installation in the homes of the entire staff of employees, as well as electric refrigerators for the homes of several superintendents. And such tremendous sales opportunities are continually arising by the building of new plants throughout the manufacturing districts. Or are already waiting for a salesman with initiative in the form of old mill towns with antiquated equipment.

IN THE up-and-coming manufacturing towns of the country, particularly in the textile centers of the South, is a tremendous opportunity for the sale of electrical appliances. For when a manufacturer establishes a new plant in the South, or in the West, he usually does it in a place where it is advantageous to provide housing for his employees—create his own mill town as it were.

Chicopee Mills, near Gainesville, Georgia, is only a single example of this type of manufacturing town, created by the building of a

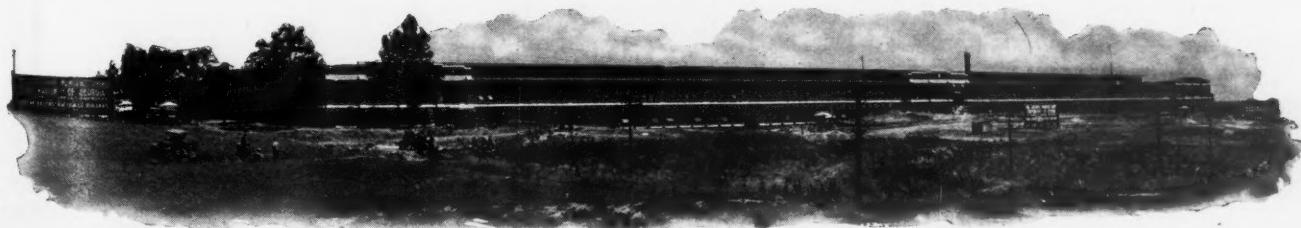
BROWN sold the Chicopee Mills installation for the Georgia Power Company, which supplies all power to the plant and its town, by stressing the importance of appliances conducive to the good health of employees—a phase of business with which Johnson & Johnson are obviously familiar because of market studies which it has conducted for the sale of its own "safety" products.

"Bath tubs are not necessarily a guarantee that their owners will take frequent hot baths—a convenient method of supplying hot water is necessary," he argued. "Properly cooked food is just as important for the health of employees as is the quantity or kind of food," he continued. And the wisdom of these simple arguments was convincing to a manufacturer who knew well enough what the congeniality and health of employees meant to his business. The sale solved a vital labor problem.

The water heaters sold to the company were 200 of the fifteen gallon capacity and 10 with a capacity of thirty gallons. The water heaters were purchased outright by the mill and installed in homes with the understanding that they are not to be removed at any time but are to remain company property. The 200 electric ranges were of various sizes, subject to the preference and needs of each family and these are to become the property of the employees upon the conclusion of small monthly payments for these appliances direct to the mill.

Electric current used in each home for water heating, lighting and cooking will be paid for by each family at a flat rate based upon the number of rooms in the home. The charge to the resident is considerably lower than the actual cost of the current to the mill.

A pleasant sound, "200 ranges and 210 water heaters—charge it to Chicopee Mills." Brown and Georgia Power are to be congratulated.



To Sell

November, December, Jan
are good months for the sale
salesmen will work. Edward
Sales Corporation of Chica
these five

Refrigeration in

"IT was five degrees below zero the January morning I sold Mrs. Brinkerhoff an electric refrigerator. 'Cold outside but too hot inside for the safe keeping of foods,' I told her and by following up with my usual arguments for electrical refrigeration, I landed the order just as easily as if it had been July." That was Edward Maguire's first experience with cold weather selling.

Maguire is now star winter salesman for the Champion Sales Corporation of Chicago, Illinois. From November, 1926, to March, 1927, on a moderate salary and ten per cent commission basis, he sold seventy-four domestic units, averaging three installations a week. His average income per week was \$84 which equalled his earnings in the summer season. And his success in making his business of all year round value is based on the original argument he used in selling Mrs. Brinkerhoff. "It may be cold outside, but your house is heated and foods won't keep without refrigeration."

Other men employed by the company have been similarly successful with refrigeration in cold weather and W. C. Gibson, who heads the company, tells us there are two important reasons why refrigeration *should* be pushed in winter:

1. "Prospects can be found in their homes or in their places of business any day of the winter.
2. "People are thinking about home conveniences during the period of the year in which they stay at home."

He continues, "Here are the arguments for winter refrigeration which our salesmen have so successfully used in actually selling the appliance":

Food Preservation.—Rarely are there more than a dozen days from November to March when the temperature outside is suitable for the "cold box" method of keeping foods fresh. The balance of the time the worst possible conditions prevail, namely alternate freezing and thawing.

All Year Round Use.—Without exception those who have electric refrigeration use it the year 'round. There must be a mighty good reason. There is—it's the only way foods can be properly preserved.

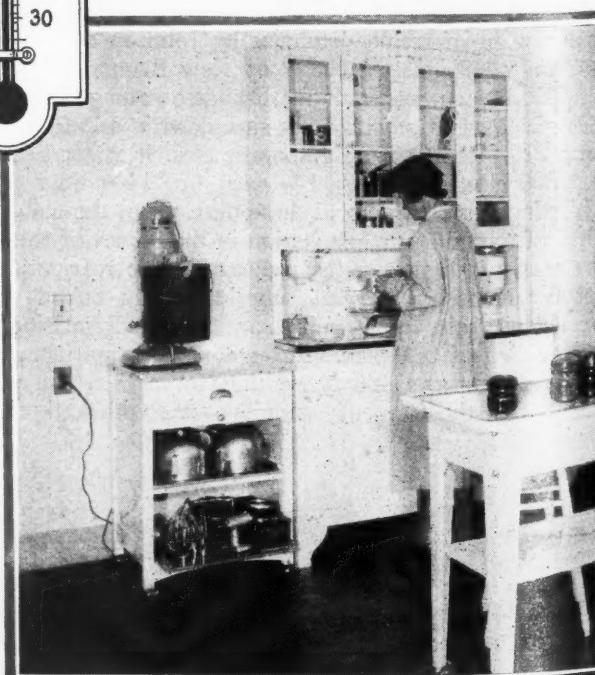
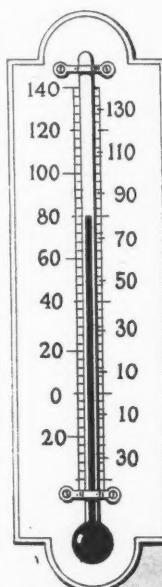
Preparedness.—Buy now and enjoy this modern convenience and avoid also the possibility of delay in filling your order during the May to July rush.

TO overcome the objections "money needed now for fur coat," "Christmas" or, in January, "have spent all my spare cash," Gibson arranged with his finance company whereby it would permit the first monthly payment to be made *ninety days* after the purchase date. It charges $8\frac{1}{2}$ per cent for this accommodation as against its regular charge of 8 per cent of the unpaid balance for terms. This offer was

not advanced by the refrigerator salesmen unless it was apparent that the sale hinged on this factor. But 20 per cent of the November, December and January buyers took advantage of the proposition. This concession was effective during these three months only.

Gibson is thoroughly sold on electrical refrigeration as an all year 'round sales proposition. "They use them in the wintertime and they'll buy them during every one of the cold months for the same reason. If a salesman will put in the same amount of time pushing refrigerators from November to March that he does from April to October he will now be able, because of the growth of public acceptance of this appliance, to earn a more than satisfying salary." Here, to our mind is the keynote of winter success with the appliance.

This gentleman is not alone in his opinion. From Kansas comes this statement from a prominent central station merchandiser: "Electric refrigeration has arrived at the year 'round, steady pressure selling stage," he declares. "Not that the well-timed campaign should be disregarded," he explains, "but rather that it should supplement the continuous efforts of trained men



uary, February and March
of electric refrigerators, if
Maguire of the Champion
go sold 74 domestic units in
months.

Winter

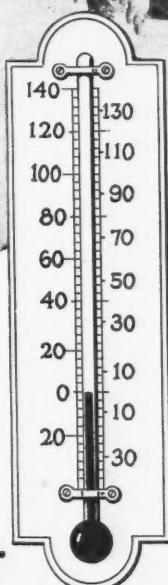
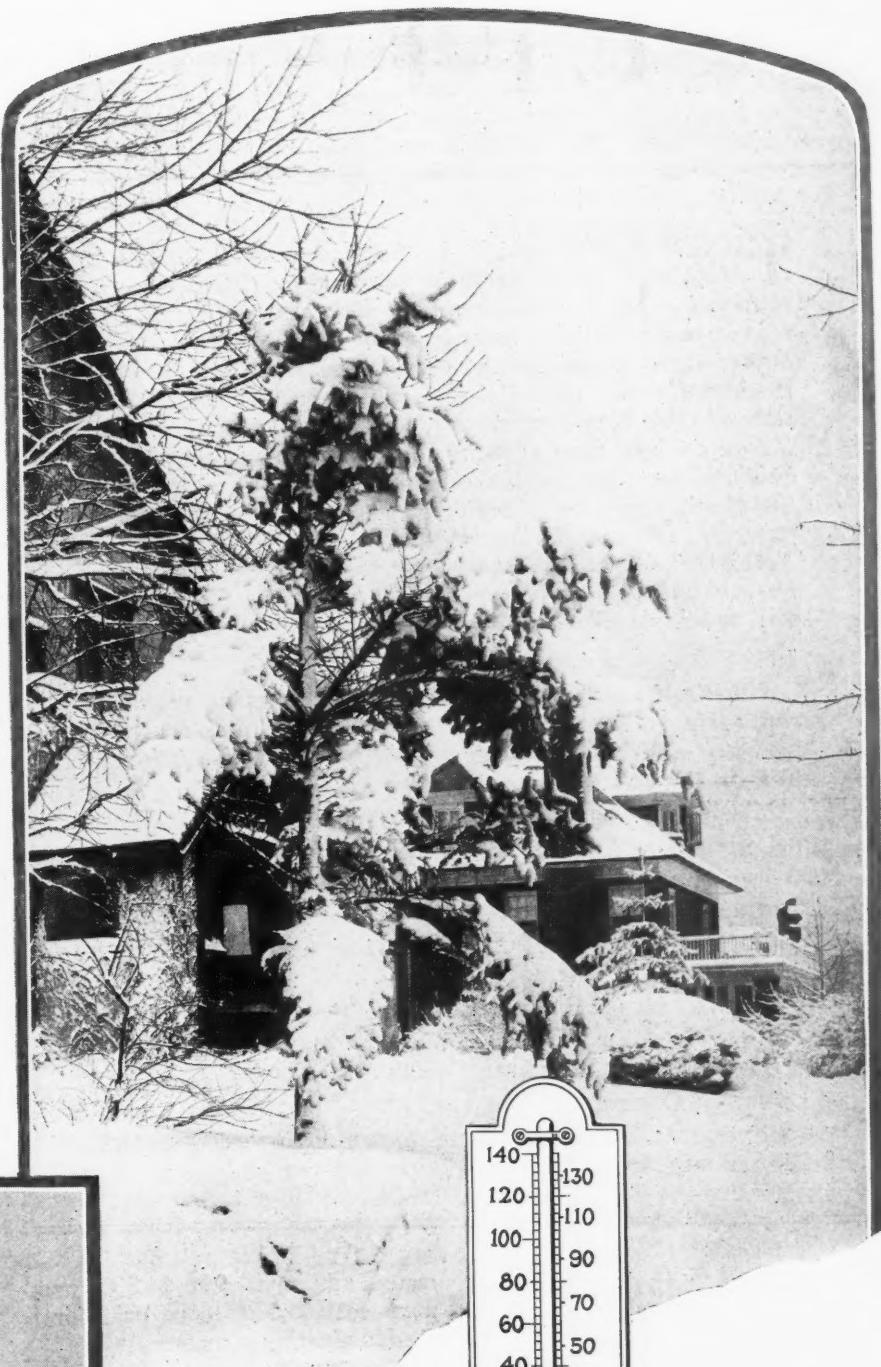
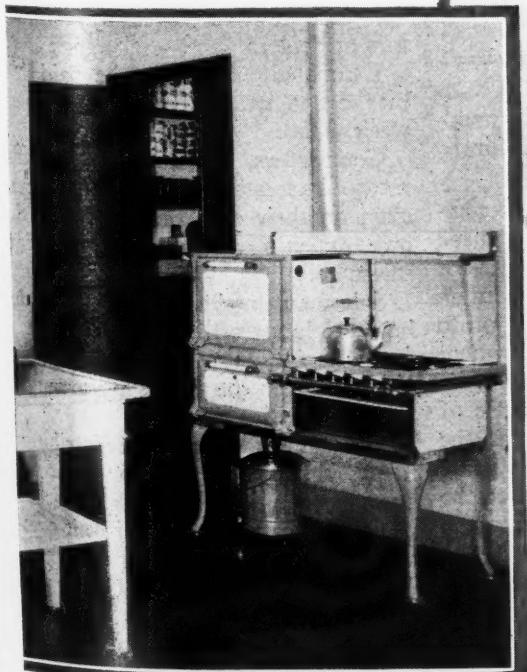
who devote their entire time, twelve months in the year, to this one subject—refrigeration."

From Jan., 1926, to Aug., 1927, inclusive, this utility sold 1,404 electrical refrigerators. Forty-one per cent of this business was written during that 50 per cent of these twenty months that embraced the late fall, winter and early spring months.

This company also found the "postponed payment" plan a decision producing feature with 30 per cent of its mid-winter customers. It phrased this inducement like this: "Twenty-five dollars down during November, December and January—the next payment in March."

Both these companies are examples of the kind of business management which does not accept "slack seasons."

People need food refrigeration in Winter as in Summer, which means that they will buy in Winter, if sales pressure is applied.



Zero
Weather OUTSIDE
BUT
Summer in the KITCHEN

REFIXTURING

THREE months ago in its September issue, "Electrical Merchandising" printed the plan of the Chicago Electric Association for a co-operative dealer and utility refixturing campaign. In the October issue, one month ago, we recorded the results of a campaign successfully completed by a dealer in Wichita, Kansas. Ohio Public Service activities throughout the state of Ohio have been reported.

Now we have news of many other campaigns in progress and on these pages outline the plans of the Electrical League of Cleveland, Ohio, Indiana Power Company properties in the state of Indiana, Nebraska Power Company, at Omaha, Nebraska, Charles H. Tenney properties in New England and Pennsylvania and the branches of the Milwaukee Electric Railway and Light Company of Milwaukee, Wisconsin.

* * * *

Utilities in many other cities are formulating plans for refixturing activity and in December and later issues of "Electrical Merchandising" we will print detailed information on the refixturing campaigns planned by:

MISSISSIPPI POWER AND LIGHT COMPANY, JACKSON, MISS.

UNION GAS & ELECTRIC COMPANY, CINCINNATI, OHIO.

THE CONNECTICUT LIGHT & POWER COMPANY, WATERBURY, CONN.

CENTRAL ILLINOIS PUBLIC SERVICE COMPANY, SPRINGFIELD, ILL.

THE TENNESSEE ELECTRIC POWER COMPANY, CHATTANOOGA, TENN.

DANBURY AND BETHEL POWER AND LIGHT COMPANY, DANBURY, CONN.

CONSOLIDATED GAS, ELECTRIC LIGHT & POWER COMPANY, BALTIMORE, MD.

Electrical League of Cleveland Campaign Under Way

THE Electrical League of Cleveland is pushing refixturing by means of the following plan, recommended by its Lighting Section Committee:

Newspaper Space — The schedule calls for twenty-four sixty column-inch display ads, space to be equally divided among three daily papers during the eight week period, approximately \$6,000 to be paid for by the Electrical League.

Direct-by-Mail Material — Broad-sides, folders or letters to approximately 100,000 residence customers of the illuminating company. Esti-

mated minimum cost \$4,500, maximum cost \$6,000, to be paid for by the illuminating company.

Arrangements are about to be completed, through a newly organized time-payment finance company, for dealers to make sales to customers on the basis of 10 per cent in addition to cash price and to turn time-payment contracts over to the finance company who will charge interest (because of the small average amounts), at the rate of 10 per cent of the face value of the contract, and to advance to the contractor-dealer on these contracts, cash in amounts equivalent to 90 per cent of face value of time-payment contracts.

The finance company to hold both the contractor-dealer and the pur-

Gathers

chaser responsible for payment, the contractor-dealer responsible through special agreement with the finance company, and the purchaser responsible by the assignment of purchase agreement through the contractor-dealer to the finance company.

The finance company is to determine the maximum amount of credit which they will extend to each dealer.

In view of the fact that it seems advisable to procure new men for house to house work rather than to depend upon salesmen now employed by contractor-dealers, who are inclined to think about only the ready-made orders or new house installations, it will be necessary to arrange for instructors and a course of instruction, which will probably require the greater portion of one week, to train the new salesmen to sell additional wiring according to a schedule of prices, as well as lighting equipment.

This school for salesmen is to be financed by the Electrical League at the rate of \$25 per man for new salesmen not now employed by contractors or dealers.

Estimated expense to be paid for by the League, thirty men at \$25 per week, \$750.

Contractors, dealers or anyone directly interested in the campaign, may, on their own time and at their own expense, attend the school for salesmen.

Salesmen to be employed to do house to house selling for a minimum period of eight weeks, beginning Oct. 3, under the following arrangement:

The manufacturer or the distributor to pay a salary of \$25 per week for one salesman for each dealer selected.

The dealer to pay 10 per cent commission on all new wiring and lighting equipment sales made by the particular salesman.

The illuminating company agrees to pay to manufacturers or distributors

Reports from cities with refixturing activities now under way indicate that the movement is rapidly taking hold

Headway

who participate in this plan, at the rate of 33½ per cent of the \$25 per week paid to one salesman for each dealer.

In consideration of this proposition and its fulfillment by the manufacturers or distributors and the illuminating company, the dealer agrees to employ at least one additional salesman for eight consecutive weeks beginning Oct. 3, 1927, on the same basis of a guaranteed salary of \$25 per week plus a 10 per cent commission on new wiring and lighting equipment sales.

A sales director is to be employed by the Electrical League, who will assist in securing salesmen and assume responsibility for preliminary training and the conduct of weekly meetings during the eight weeks selling campaign.

Arrangements have been made to secure the assistance of instructors at the Nela School of Lighting and to conduct the school for salesmen at Nela Park, for five days, from Sept. 26 to Sept. 30, inclusive.

During the eight week period, participating dealers agree to keep stores open for the convenience of prospects, every evening excepting Sundays, until 9:00 p.m.

The dealers are further obligated to equip at least 75 per cent of fixtures on display with approved shades.

In consideration of dealers keeping stores open until 9:00 p.m., and equipping at least 75 per cent of fixtures with approved glassware or other shades, and keeping win-

dow displays and other display fixtures in stores lighted until at least 11:00 p.m., the League agrees to pay that portion of bill for electric service which comes from keeping display lighted in excess of the regular hours, the maximum amount, however, to be paid to any one dealer, shall not exceed a total of \$50 for the eight-week period.

Finally, in view of the fact that the substitution of alternate plans involving the appropriation of like amounts of money for other purposes can result only in confusion, it is proposed that once the plan is generally accepted, it shall not be subjected to changes excepting by unanimous vote of the Lighting Section Committee.

This Ohio activity is already underway.

Properties of Indiana Power Started Campaigning October 1

REGARDING the activity of properties subsidiary to the Central Indiana Power Company A. C. Crandall, Chairman of the Indiana Home

Lighting Committee has written us that the campaign in progress is based entirely upon the sale of better light, not upon the sale of fixtures. The fixture is merely a means to an end and salesmen are trained along this line. Mr. Crandall continues:

"The fixtures offered for sale by our company are confined to those that meet what is called by the Chicago Electric Association the Franklin specifications. The quota was established on the basis of 4 per cent of the residence meters and that quota allocated to the salesmen on the basis of the number of meters in their territory.

"Each salesman is equipped with a demonstration easel which tells pictorially the story of light from its early stages to the present time, illustrating poor and good types of lighting, the changes that have been experienced in fixture types and in a logical manner bringing the customer's thought to this latest development of a semi-indirect type which embodies all of the features of good lighting and eliminates most of the objectionable features of previous designs. The easel likewise contains actual photographs of living rooms, dining rooms and bed rooms, with old and new type fixture equipment. The salesman uses this easel to tell his story and at the conclusion, or at any period during the easel talk in which the customer manifests the proper degree of interest, the salesman solicits the opportunity to put the fixture in the home on a free trial basis. The salesman is not expected to sell the fixture at this interview. His object is merely to obtain permission for a trial installation. The fixture and the light it produces must sell itself.

"Our fixtures are priced with a mark-up of approximately 100 per cent as the cash resale price. A small deferred carrying charge is added for the convenience of customers who embrace the partial payment purchase plan.

"Ample stock is put into each district office and a fixture display booth has been

Estimated Expense of Cleveland Campaign

Contractor-Dealer Group	Manufacturer and Distributor Group	C.E.I. Co. and Elec. League
Art work and preparation of copy (minimum)...		\$1,200
Newspaper advertising.....		6,000
Direct mail material (minimum).....		4,500
School for salesmen (est. min.).....		750
*Salesmen (Salary guaranteed by Mfr. or Dist. for minimum of fifteen men).....	2,000	1,000
*Salesmen (Minimum of fifteen employed by contractor-dealers).....	3,000	
Sales director and miscellaneous supervision expense.....		1,000
*Dealers' lighting equipment displays.....		750
Plus 10% of items in third column for emergency purposes.....	\$3,000	\$2,000
Estimated total to carry out proposed plans....		\$15,200
		1,520
		\$21,720

* These items of expense will increase or decrease, depending upon whether there are more or less than fifteen dealers who accept the plan. Manufacturers' or distributors' portion of expense will be at the rate of \$200 per dealer, and the amount involved will depend upon the number of dealers secured by each individual manufacturer or distributor. For example, if one manufacturer should arrange with only three dealers, then the salary item for three salesmen would amount to \$600. Of this amount the manufacturer would pay two-thirds or \$400 and the Illuminating Company would pay one-third or \$200.

or is now being installed in each office for a permanent fixture display.

"Our advertising consists of four direct-by-mail teaser postcards, emphasizing the value of the eye. This is followed by a small number of newspaper teaser advertisements. Following this there are several newspaper advertisements carrying an illustration of the fixtures which we are featuring and brief selling copy. Window display equipment has been furnished to each district.

"Most of our salesmen are working on a salary and commission basis. The commission for home lighting fixtures has been temporarily increased to heighten the salesmen's interest during the period of the campaign. In addition to this, extra salesmen have been hired in order that we may have man power enough to cover the entire residence list within a period of six weeks.

"In small communities that do not have daily newspapers, hand-bills using the same advertising copy, are prepared and distributed throughout the community. Eye test folders are likewise being distributed to every home. In other words our entire advertising is designed to feature the value of the eye and the effect proper lighting has upon that most important member.

"Our endeavor is to awaken a light consciousness on the part of our consumers for we feel that the fixtures will take care of themselves if the householder appreciates the value of proper lighting.

"The story of this activity has been personally explained to each contract dealer in our communities and in a great many cases they have very readily joined in the activity.

"A detailed budget sheet is furnished each district office, showing the permissible expenditures upon the basis of the quota established."

Charles H. Tenney Properties All Started October 15

CYRUS BARNES, general sales manager for Charles H. Tenney & Company, holding company operating utilities throughout New England and in Pennsylvania, writes us:

"Practically all the companies under Tenney management started a refixturing campaign for better lighting in the home on Oct. 15, 1927. Our plan, in general, is as follows:

1. Co-operation with local contractors.
2. Putting the fixture in the home on a three-day trial.

3. Sending out broadsides and advertising in local newspapers.
4. Keeping a record of the increased wattage, gained through this campaign.

"Prior to the campaign we had all the salesmen attend a one-day school at which they were given an outline of lighting, and methods of selling the fixture were discussed."

Minneapolis Electrical Home Promotes Refixturing

A VERY definite step toward refixturing progress has been taken by the Electrical League of Minneapolis in showing a model home of restful light. This marks the first effort on the part of the organized industry of Minneapolis, Minn., to popularize a new mode in home lighting with *restfulness* as its major appeal. The home was displayed Sept. 19 to 25 inclusive, from 2 until 10 p.m., each day during which time talks were given to groups of visitors as they made their tour of inspection.

During the special exhibit of modern lighting interested firms and league members of the city used tie-in advertising in the daily papers. Morning and evening radio talks carried pictures of the individual rooms of the house and at all the sessions a good attendance of home owners was secured.

The plan approved by the committee in charge of the exhibit for the league utilized one high wattage lamp per room for the main source of light and this method of lighting worked out very successfully with no sacrifice of decorative features. It was decided by the committee in charge of fixture selection to show only types of fixtures which would be a distinct departure from the types most generally used—although none were selected which were not readily available to the public.

An explanatory talk in each room, as the crowds of people were conducted throughout the house brought out the lighting features in each, stressing the shading of lamps and dwelling upon the misunderstanding which exists on the part of the public as to the use of adequate light in the home. The misuse of the electric lamp due primarily to lack of information was pointed out as being the chief cause of harassed nerves, irritability and family discord. The fact that eye comfort goes a long way in producing mental and physical harmony was also stressed in the talks.

In addition to its excellent lighting features the home, which has given a genuine impetus to the refixturing movement, was also equipped with a full compliment of electrical appliances, which attracted considerable attention.

Milwaukee Electric Also Co-operating with Dealers

WE HAVE also received word from F. A. Coffin, sales manager for the Milwaukee Electric Railway and Light Company of Milwaukee, Wisconsin, that the company is going about securing refixturing business indirectly through the use of steady sales pressure, continued advertising and co-operation with dealers in the section. Mr. Coffin writes:

"We are not going into a special, organized, general refixturing activity of any kind, but we have under way a sales activity in which we advertise and solicit old house wiring for what few old, unwired houses that are left, rewiring or installing additional wiring in existing customers' homes, and refixturing, either in part, or refixturing an entire installation.

"We are not carrying on intensive solicitation for this work in our own organization, but are doing some regular advertising in connection with it, and are urging the electrical contractors, dealers and fixture concerns of the city to solicit this business. Accounts for wiring may be assigned to this company and accounts for fixture installations, either alone or in connection with wiring where the equipment meets our approval, may also be assigned to the company. We pay the contractor and extend deferred payments to the customer over a period not to exceed 18 months."

Nebraska Power Company Entering on Comprehensive Five-Year Program

F. L. Campbell, Jr., of the Nebraska Power Company, with headquarters in the Electric Building, Omaha, Nebraska, writes us in response to our request for information concerning the activities of the company with regard to refixturing: "We are at the present time entering upon a program which will last for five years. It will include the sale of residential, commercial and industrial fixtures as well as convenience outlets and additional wiring."

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ber, 1927

Duncan Demonstrated and—

Arvada Electric Company
THEATER PARTY

The Arvada Electric Company will be hosts to their friends at the Showing of a Carl Laemmle 2-reel comedy special:

First Show-
ing in
Colorado

TAXI! TAXI!
EDWARD EVERETT
MORTON AND
MARIAN NICHOLSON

"HONK, HONK"—Step on the gas and get to the

Arvada Theater 18
Friday, March 18

at 2:00 o'clock p. m. for the biggest joy ride you ever skidded into!

ARDELL CROCKETT and ROSALIE DUNCAN
—two local semi-pro stars, will put on a two-act stage presentation, featuring

"Mother, Come Out of the Kitchen"

LAUGHS ADMISSION FREE

IF YOU own an electric range you can put your dinner in the oven after lunch, then leave it and go to the movies." This, in effect, the range demonstrator tells the housewife, but how many housewives really believe it?

In Arvada, Colorado, The Arvada Electric Company found a way to prove that the owner of an electric range could leave her dinner and go to the movies and as a result sold forty ranges in the first month of its campaign and an average of one a day since. There are 860 domestic customers on the lines of this Colorado utility and one in every four has bought an electric range. The story of how the company demonstrated its ranges was related to us by Charles M. Duncan, manager.

"First of all we decided to stage a demonstration of electric cooking which would effectively tell the story of its convenience to those not familiar with it.

1 in Every 4

Bought a Range

"We did this by arranging with a local motion picture theater to rent us its auditorium for the first run of a well-known and popular picture. We advertised in the local newspapers and also sent personal invitations through the mails to every housewife in Arvada to attend the free show, plus a short sketch staged by two local housewives whom most of them knew personally.

"To take care of this last promised event, really a range demonstration, it was necessary to secure the co-operation of Mrs. Duncan and the Edison Electric Appliance Company demonstrator. Both promised to help.

"When the audience arrived at the theater, they were presented with handbills announcing, in addition to the movie, a two-act stage presentation by Ardell Crockett and Rosalie Duncan, two local semi-pro stars, entitled 'Mother, Come Out of the Kitchen.'

THE curtain went up on a scene which represented a modern kitchen in which Miss Crockett was busy getting dinner. Chicken was ready for the oven and a cake was in the process of mixing. Enter Mrs. Duncan, who expresses great surprise at the electric equipment (range and refrigerator). The dialogue brings out the fact that the neighbor's husband has not 'struck oil' or had a raise in salary, but that she was enabled to purchase a range because of the terms offered by 'Charlie' Duncan. The finishing of dinner was accompanied by explanations, as from one friend to another, of how the new electric range worked and how easy it was to

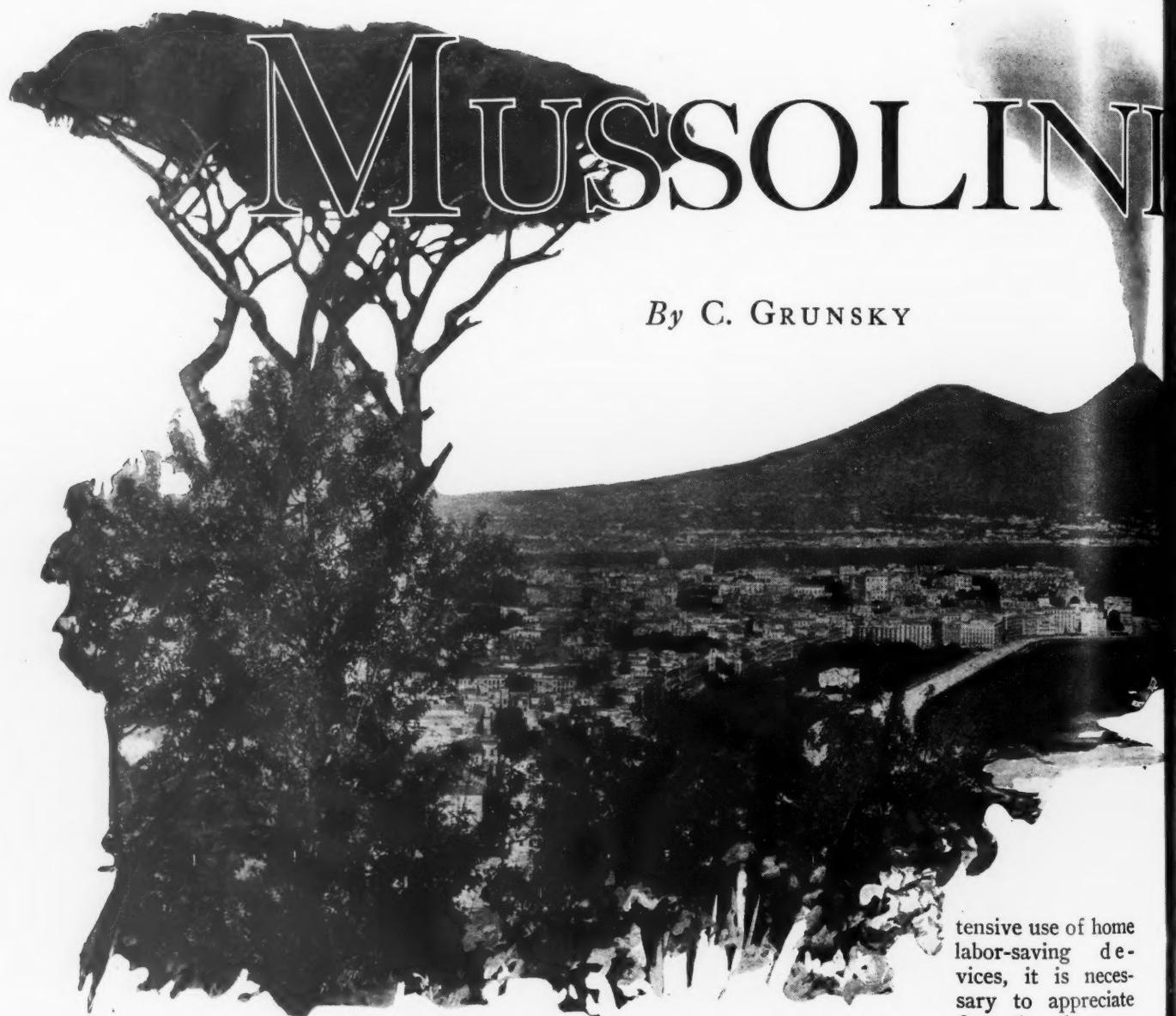
regulate it so that dinner would cook while the housewife was at the movies. Preparations being ready, the two ladies put on their hats and coats and went out to the movies sure enough, taking their seats in the audience, while the screen was settled in place and the film began.

NOw for the really notable thing about the demonstration.

"All the while the seven reels of pictures were running, the audience could see the faithful electric stove at one side of the stage, cooking the dinner while its mistress enjoyed herself. When the story had run its course, the screen again disappeared, the lights on the stage went on, and the two ladies returned from their delightful entertainment. And there was the dinner which the audience had seen go in raw, actually cooked and ready for serving! The dinner, incidentally, just as it stood, was awarded to a housewife in the audience as a prize.

"Did the story go home? Well, two electric ranges were sold before the audience had time to leave the theater. And all that was necessary was to follow up the rest of them as time permitted. The effectiveness of such a realistic campaign can well be imagined."

Of course, the selling campaign did not stop here. Mr. Duncan believes in advertising—and the local newspapers carried the story of the electric range. Here, too, he has a way of making the story a personal one. All advertisements were signed by himself, using a cut facsimile of his signature, and they were addressed personally to his customers.



THE visitor who travels the streets of the average Italian city during the noon period will see nothing of electric shops saving an occasional sign which by its mention of "Elettricità" faintly suggests lamps and household appliances. Beneath this sign an iron shutter may be found completely covering window and doorway, conveying to the initiated the information that the proprietor is at lunch and may return at two, or half past, or possibly three.

At six o'clock, however, when American firms are just closing their doors, business will be in full swing, continuing in many cases until 7:30 or 8 p.m. Then the dealer draws down his shutter again and goes home to dinner. The evening stroller—and the average Italian spends much of his time until midnight or later on the streets—has little opportunity for window shopping.

For all this apparent indifference to business, Italy is thoroughly awake electrically. Within the past few years there has been a 50 per cent increase in the capacity of power systems. Railway electrification, electricity in industry and street lighting have gone ahead at a tremendous pace. Practically every Italian village is now electrified, which means as a rule, electricity in every house; almost, it might be said, in every barn. The use of electricity in the home has followed suit. To understand, however, that this does not mean any very ex-

tensive use of home labor-saving devices, it is necessary to appreciate first, that the average standard of home comfort and family income are both far below similar standards in the United States and also that domestic labor is both cheap and efficient.

Moreover, the industrial market for electricity has to date exceeded the supply which fell far behind a normal schedule of development during the war period. This has meant that until the last few months, the power companies have had no desire to develop the domestic market and so have neither pushed appliances nor offered particularly attractive domestic rates. The cities of Rome, Milan and Florence now have lighting rates ranging from 5 to 10 cents per kw.-hr., but in Naples and in most of the small communities rates are very high. One or two of the power companies have offered a special rate for cooking, and in Florence, where there is a large "foreign" population (mostly American), an interesting experiment is being carried out of renting electric cookers for six months, the payments to be partially refunded in case of purchase. Very few electric stoves are reported in use.

A FLAT rate of about \$2 per month is allowed for electric water heaters in most cities (for one bath a day, it was explained, although it was not apparent whether this was per person or per family!), but heaters are not sold by the power company. Dealers handle all this business and report it very profitable. Repairs are

and The Italian Electrical Business

"Until recently, there has been no organization of the electrical trade in Italy, but Fascisti law now provides for a 'syndicate' in each industry and profession. It is required that an organization with properly elected officers meet at least once a year. Real benefits to the industry from this contact and co-operation are looked for in the future."

also made by the dealer at the expense of the customer. Free servicing is apparently not the custom in any line.

Italy is the land of the specialty shop and in that sense a dealer's paradise. Hardware stores and drug stores have not entered this field and as for the department store, it simply does not exist. The furniture stores and interior decorators carry portable lamps, but they have not as yet entered any other electrical field.

The specialty idea applies also to the wares carried, which, with the exception of occasional gas and plumbing fixtures, are exclusively electrical. Not for the Italian electrical dealer is the ornamental glassware and book ends used to lure the customer into American shops. He does not as a rule even sell radio, although it is reported that this is from sad experience. Many tried the innovation about two years ago, at the time everyone was doing it in Italy and suffered from the chaotic conditions and lack of standards of that period. In Italy the radio business has not yet reached that state of stability which makes it an attractive and profitable sideline to a complete electrical service, in America.

IT may be said that *every dealer in Italy is an electrical contractor* as well and that there are many in the wiring field besides, some with offices, some without. This end of the business has to date been without standardization. There are no city ordinances governing wiring, except for theaters and "cinemas" and no city inspection after the wiring has been done. There is no licensing of electricians. An informal inspection seems to be made by the power company before it installs a meter, but



the type of wiring common in private houses and hotels is evidence that this is not strict. Simple cord such as is used for a drop light is strung from nail to nail about the room and painted the color of the wall, or, not, as is considered tasteful. Wires are tapped at pleasure for additional outlets when an extra light is desired.

The practice of letting apartments without wiring or fixtures has much to do with the cheap work done, as the law provides that the tenant must leave the wiring behind, although the fixtures are his own property and are taken with him to the next lodgings. Naturally, he does not wish to make a large investment for the landlord's benefit. In the case of new buildings, too frequently the contract is let to a builder with the simple provision that the building must be wired for electricity. As this item is usually the last considered and as the cost is usually already above his estimates, the work is skimped, with no recourse on the part of the owner.

UNTIL recently, there has been no organization of the electrical trade in Italy, but the Fascisti law now provides for a "syndicate" in each industry and profession. It is required that an organization with properly elected officers meet at least once a year. Entrance requirements are fixed by the organization itself, but must be submitted to and approved by the government. *These bodies each have the right to elect representatives to the national assembly.* The process of organization of the syndicate has occupied the period up to the present, but real benefits to the industry from this contact and co-operation are looked for in the future. The organization in Rome is working toward the formation of a fire code and the establishment of a city inspecting system.

In general, it may be said that in Italy as elsewhere, the better contractor depends on his reputation for quality work to gain business. An odd national viewpoint was revealed by one contractor who explained that he made no attempt to seek business or to advertise because this was only done by firms whose work was inferior and did not speak for itself. Another dealer, asked if he helped the introduction of larger appliances by advertising them in the papers, explained that he could not afford to do so as the public would think something was wrong with them if he had to spend so much money to sell them! It may be remarked that other successful and enterprising firms use both newspaper space and direct by mail matter with excellent results. On the whole, advertising is slight.

Prices are fixed, as announced in every window, but nevertheless some bargaining is done. One manufacturer reported selling larger devices with a minimum and maximum limit beyond which the dealer was not allowed to go.

THE custom of allowing time payments has not reached Italy in force, although there are signs that it will be gradually introduced. Some of the larger appliances handled by dealers, such as hotel type vacuum cleaners and electric water heaters now are occasionally sold on time with special contracts made in each case, differing in terms according to the bargain struck. The fact that the value of the lira shows considerable fluctuation and that future payments must be made with an appreciated or depreciated currency undoubtedly leads to caution.

In regard to the appliances sold, wiring and wiring accessories form the major part of the business, as a rule, with fixtures and lamps an important item. Elec-

tric irons are common and popular. Heaters, fans and vacuum cleaners are sold about in the order mentioned. This last item is almost the only electrical device, except lamps, which is seen advertised. Percolators are little known and those sold are of a type foreign to America. Toasters are not in great demand, perhaps because toast is not a national habit. Few washing machines are seen and these are of a "mongrel" type. In regard to American washing machines, one dealer said, "They are too small for Italy—they would not hold one-tenth of a household wash." Whether this comment is due to the bulk of the articles making up household linen, or to the fact that washday does not come around so frequently in most parts of Europe was not explained.

Electric refrigeration is confined almost entirely to hotels and restaurants and is handled by manufacturers' representatives from offices in Milan. The long established household custom of purchasing in small quantities and keeping over no foodstuffs from day to day does not sell domestic refrigeration and, indeed, ice boxes of any sort are extremely uncommon.

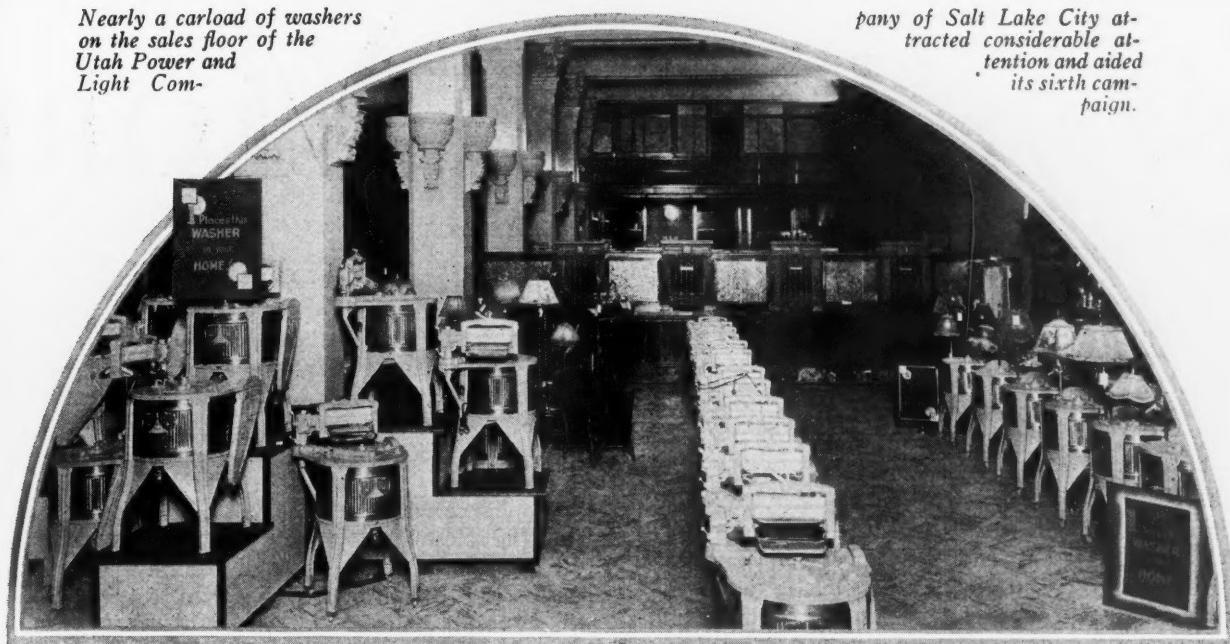
American products on the whole are well liked, and as a rule regarded as the best, although expensive. Mussolini's plea that Italian products only be purchased is not looked upon as militating against foreign goods when the national product is distinctly inferior. As in the case of radio, however, complaint is made that the American manufacturer does not adapt his product to local conditions, preferring apparently to forego the market rather than to make some slight but necessary change. The question of terms is also one on which the Italian purchaser of American goods feels strongly. The national custom, fostered by foreign manufacturers, particularly German, who wish to establish themselves in the market, is one of long term payments. Instances are not rare where a German manufacturer has set a man up in business allowing him for the first year or two to make payments as he can. Ninety day payments are universally the rule. The American alone asks for cash, or what amounts to that, considering that from 40 to 60 days must be allowed for shipment. Naturally only the more hardy firms dare to undertake the import of American goods and these under a tremendous handicap.

THE future of the electrical appliance business in Italy is dependent on two factors—the continued and growing prosperity of the mass of the people and the probability that the power companies, having caught up with their industrial demand, will become interested in the possibilities of the domestic market. The threatened period of hard times on account of the fluctuation of the lira will probably emphasize the second factor more than it threatens the first and so will work toward the good of the electrical industry. In addition, as the lira advances, the relative cost of American goods becomes somewhat lower and correspondingly the way of the local manufacturer grows more difficult. Conditions are favorable for the development of an excellent business in American appliances if the American manufacturer cares to meet the Italian market on its own ground.

From the standpoint of merchandising methods, the American has little to learn from the land of Mussolini, except perhaps in the pleasing variety of switch plates and table bells which are offered, many of them of the personal design of individual dealers. Italy boasts no organization working toward the education of the public in matters electrical and there is but little exchange of ideas between dealers. This situation speaks for itself.

Nearly a carload of washers
on the sales floor of the
Utah Power and
Light Com-

pany of Salt Lake City at-
tracted considerable at-
tention and aided
its sixth cam-
paign.



A Washer Territory *that NEVER goes DRY*

Utah Power and Light sells 1,367 machines in a month; its sixth successive campaign in as many years

SATURATION: defined by Webster, is a "state of complete penetration or impregnation." As demonstrated by the Utah Power and Light Company of Salt Lake City, it is merely a "state of mind" when mentioned in connection with the sale of electrical appliances.

Since 1922, the company has set aside a month of each year for the campaigning of washing machines, in an effort to find this chimerical saturation point—and it has never failed to top its quota. This year the quota set for the Utah territory was 1,000 washers in 30 days; 1,367 washers were sold.

Careful planning of every detail in advance of the campaign, quotas, advertising and publicity stunts, provisions for handling delivery, provisions for store display—all applied the wisdom of six years' learning to the problem of the minute.

The feature which induced people to "buy it now" was again the small initial payment required. The slogan "A Copper Washer for a Silver Dollar" has by now become firmly established in the public mind and undoubtedly formed an important part in the success of the campaign.

This year one of the stunts which created much good humored rivalry was the use of a "cork" board in each division. These were punch boards filled with corks, so laid out that for every sale salesmen were allowed to pull a cork and possibly win a prize, and did much to prevent flagging of enthusiasm. In addition to numerous

cash prizes which rewarded the pullers of the corks, there were other "awards," which we quote as follows from the slips attached to corks:

"50c. when Porter sells one machine."
"Better luck next time."
"We must exceed the bogie—You have four more to sell."
"\$1 when Lewis Olsen sells three machines."
"\$1 after thirty machines are sold."
"\$1 when you sell your next machine."

A DAILY bulletin entitled "The Cork Screw," was published by one of the divisions, which was really a masterpiece in keeping up the enthusiasm of the workers. Idaho Falls, incidentally, which was responsible for this publication, was the winner in reaching its sales quota first.

In addition to these rewards, a bonus system was used based on the sales over quota completed, both for divisions and individuals, so that team work and individual effort were stimulated.

Not only the regular sales force, but every employee of the company was drafted in the campaign, a commission of \$2 being promised any employee turning in the name of a prospect to whom a machine was later sold.

The success of the company's sixth successive washer campaign in six years, then, was due to planning far in advance, terms which offered an immediate inducement to prospects, proper sales direction and stimulation through a good bonus system and efficient man power.

More Ideas for MORE

Pre-Holiday AFTERNOON TEAS Sold 12 Refrigerators

Nebraska Power Company, Omaha.

JUST a little more than a month before the Christmas holidays last year, on November 15th to be exact, the Nebraska Power Company of Omaha arranged to conduct a series of afternoon teas at its sales office under the direction of its domestic science expert, Miss Robertson, and through this medium sold 12 electric refrigerators as Christmas gifts.

Letters were mailed on the 15th to a number of men in Omaha who were considered good prospects, calling attention to the excellence of modern refrigerators as Christmas gifts and stressing the necessity for winter refrigeration in modern heated homes. The letters definitely mentioned the fact that a company representative would call and mentioned the date and time of the contemplated call. Thus salesmen of the company, following these letters by personal visit within twenty-four hours found little difficulty in obtaining a hearing as they had been in reality "announced."

If the salesman failed to interest the prospect in refrigeration on his first call a cordial invitation was extended to the lady of the house to attend one of the afternoon teas conducted tri-weekly in the sales office. These afternoon teas were in reality the backbone of the pre-holiday sale as they constituted an effective means of demonstrating refrigerating units under favorable conditions.

Salesmen endeavored to obtain a definite promise from the housewife that she would attend on a certain date and this date together with a record of important conversation about refrigeration was given to Miss Robertson of the domestic science staff, who seconded the invitation by 'phone on the morning preceding the afternoon tea.

At the teas frozen delicacies were served and Miss Robertson in turn recorded all reference made by prospects to refrigeration, routing this information back to the territory salesman interested. Salesmen called at the home after the demonstration ostensibly to

thank the housewife for attending the "afternoon tea" and naturally turned the conversation to sales. This complete plan and follow-up, based on the afternoon tea demonstration, proved a highly successful method of increasing Christmas business.

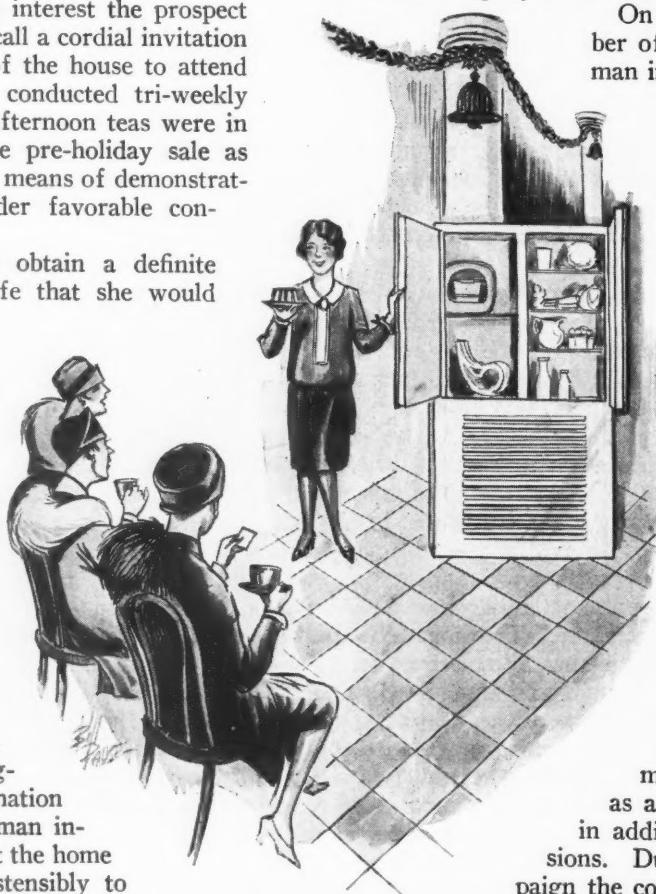
An idea which might be employed in selling electric refrigerators is a comparison of the down-payment on the appliance with the total cost of a non-electrical gift. Thus the salesman would say, "For what it costs to buy a gift soon forgotten, plus small monthly payments, it is possible for you to own an electrical refrigerator which will serve for years."

A "TRIM-the-TREE" Contest for Washer Salesmen

Maytag Company of California.

EXTRA Christmas sales effort was assured by Norman Olson, general manager of the Maytag Company of California, with headquarters in San Francisco, last year, by means of a "trim-the-tree" contest in which all the company's washer salesmen competed.

On the first of December a number of tags were sent to each salesman in the company's branch offices with instructions to return a tag to the central office for each washer sale. As the tags were received in San Francisco they were attached to the branches of a mammoth Christmas tree in the store, serving to record for the benefit of store customers, how many people were buying Maytags as Christmas gifts. On the 28th of December, its sales stimulating function over, the tree was moved to a large hall in which the company staged a party to which all salesmen were invited. Here the tags were read off and \$1.50 in cash was presented to each man who had submitted a tag as a Christmas sales prize offered in addition to regular sales commissions. During the "trim-the-tree" campaign the company also conducted a drive



Christmas SALES

to sell Maytags as Christmas gifts with the understanding that these appliances were to be delivered on Christmas Eve. Just like the campaign of the Frigidaire Company of San Francisco, mentioned in the October issue of *Electrical Merchandising*, the washers were delivered as a surprise to the housewife and much interest was stimulated in the city by saving orders for several weeks, then delivering them "parade fashion" by means of the company's fleet of trucks.

In addition to the sales value of promising delivery of the washers on Christmas eve, the fleet of trucks loaded with the appliances is excellent publicity for future washer business.



Complete Electrical Kitchens for \$197.50

Washington Water Power Co. of Spokane

"**G**IVE her a complete electrical kitchen for Christmas" was the idea back of the Christmas holiday sales campaign conducted last year by the Electric Shop of the Washington Water Power Company of Spokane, "complete electrical kitchen" meaning range, water heater and kitchen wiring. Thus the company succeeded first in selling the electrical *idea* to Christmas gift buyers and through the sale of this idea moving a quantity of electrical merchandise.

In order to make the proposition clear to buyers the elements which went to make up an electrical kitchen were plainly listed in newspaper advertisements, window displays and circulars. Time payments were allowed, with down-payments as low as \$7.50 and this feature aided materially in selling to people of moderate means as well as to the more wealthy residents of Spokane.

How WE Capitalize Christmas OUTDOOR LIGHTING

*Schockett Electric Company, Denver, Colo.
Jagger Sroufe Company, Portland, Ore.*

ILUMINATING shrubs and the exterior of homes during the Christmas season is an idea which has taken firm hold in the residential districts of many cities. The Schockett Electric Company of Denver capitalizes this decorative tendency of its customers by offering a complete Christmas porch light unit consisting of a two socket plug and red and green lamps, this to be substituted for the usual white porch light. And in Port-

land, Oregon, the Jagger Sroufe Company attracted many appliance buyers to its sales floor by featuring Christmas lights for both store and home use on a *rental basis*.

"PARKING SPACE" for Children

*Sponsored by the Lane Electric Company,
Long Beach, California.*

"**W**HAT shall we do with the children while we go Christmas shopping?" That this is a question which bothers many mothers and actually stands in the way of many possible electrical appliance sales was realized by the Lane Electric Company of Long Beach, California. This firm therefore joined a group of other merchants of the community in providing for the care of children in the shopping district under fourteen years of age during Christmas week.

Two motion picture theaters were taken from the hours of ten to twelve in the morning from the 20th of December until Christmas and free tickets were distributed to parents for their children on application to the stores joining in the plan. It was not required that a purchase be made, but of course many additional sales resulted to those who came for tickets and who remained to get in just a little of their Christmas shopping while they were free.

Six nurses were provided to care for the children and delegations from the police and the fire department insured absolute safety. Of course Santa Claus appeared in person during the program. One of the particular advantages pointed out for this scheme is that it encourages early morning shopping and does away with much of the last-minute rush.

This Hardware Man Says Washer Sales MUST be

The Trend in Appliance SELLING

*as Indicated by the Records
of a Large Hardware Store*

Year	Gross Sales	Per Cent Off Floor	Per Cent Outside
1919	\$128,000	60.0	40.0
1920	257,000	55.0	45.0
1921	121,000	40.0	60.0
1922-24 Records not available			
1925	70,000	20.0	80.0
1926	78,000	6.5	93.5
1927	62,000	4.7	95.3

The Phillip Gross Hardware and Supply Company, Milwaukee, Wis., is one of the largest and best known hardware concerns in the country. This year, its total retail gross sales will exceed \$1,200,000. It was founded in 1889 and has maintained an electrical appliance department since 1911. (Editor's Note.)

THE time has passed, in my opinion, when the hardware fraternity can rest supinely on its haunches and expect to obtain a worthwhile volume business in major electrical devices from "off-the-floor" sales. This statement is based on a varied experience of nine years in the appliance game. Six of those years were spent with a hardware concern whose standing in Milwaukee is such that it, if any, should have been in a position to make a go of store traffic selling. Yet I have seen floor orders for electric washing machines drop off, with this company, from \$154,000 in 1920, to twenty-eight units for 1926 and twelve units for the first ten months of 1927.

Why?

Because a very large majority of those pioneers who sell themselves on labor-saving devices have satisfied their needs; the newlyweds and the "fringe" buyers now expect a home solicitation, demonstration and closing.

A very careful home-appliance survey, conducted by the Milwaukee Journal in September, 1926, revealed the fact that 56 per cent of its subscribers had washing machines. This is an unusually high average, I grant you, but I believe it is not far from the truth for this city.

Between December 1st, 1926 and October 1st, 1927, my average force of 4.7 resale men closed in the home, 246 contracts. During that same period there was sold, in the store, to straight store prospects, exactly twelve washing machines.

So much for sales figures. Do they not furnish convincing proof of the importance of outside selling? They lead me, at this point, to touch on another vital, and integral, part of the modern selling process—sales expense.

IT costs money—a lot of it—to take merchandise to the consumer. Apparently this is unavoidable. I, for one, am perfectly willing to carry on in this manner if that is what the public wants and competition necessitates. The point I wish to make is, and I submit the following figures to substantiate it: that the present scale of list prices and of discounts must be maintained if the manufacturer would continue to expect his dealers to sustain their present rate of sales and make a living income. To sell those 258 washers—240 were sold on time at \$165 and 18 for cash, \$155 each; total gross \$42,390—it cost us:

<i>For commissions:</i>	
Salesmen	\$4,470.84
To branch stores	352.50
Trade-in allowances	1,073.46
To customers for leads	185.00
Total	\$6,081.80
Floor rental apportionment, light heat, etc. (10 months)	450.00
Newspaper advertising	855.18
Other publicity	204.56
Floor demonstrators (two stores)	1,005.81
Servicing—salary	1,140.00
Oil, gas, repairs	314.54
Supplies, postage	122.09
Executive and clerical	4,235.00
Taxes, insurance, misc.	337.10
	\$14,796.08

Operating expenses, it will be noted were 34.9 per cent of gross sales. This figure is just about as low, I believe, as can be expected when a large hardware store goes out to sell major electrical appliances using specialty dealer methods.

Let me explain some of these items:

By WALLACE S. WHITCOMB

*Manager appliance department,
Phillip Gross Hardware and Supply Company
Milwaukee, Wisconsin*

CLOSED in the HOME

COMMISSIONS—Salesmen are granted a 15 per cent commission, as low, you will agree, as you can get good men. My top solicitor, will net about \$1,850 this year and the low man about \$1,200. Salesmen are charged with commissions paid to branch stores, to floor demonstrators and to customers for sub-commissions paid for leads that are closed. They are required also to make up the difference between the allowance they quote the prospect for her old washer and the \$10 I grant them per trade-in.

Newspaper Advertising—This produced few, if any, store sales. It did help the prestige of my men and the washer they represented and supplied me with about forty live leads. Direct-by-mail was not used. The \$204.56 went for programs and exhibits.

Floor Demonstrators—I paid two floor demonstrators \$15 a week plus the average commission of \$8 for prospects closed by salesmen which the latter paid. One of these female attendants was placed near the front door of the Gross store and the other in a similar location with an "outskirts" sub-dealer. Leads were apportioned to salesman in rotation—my men have no "closed" territory.

Servicing—It keeps one man busy servicing. He operates on a very modest salary. Owns his own automobile. I pay its operating costs.

Supplies—Certainly these have been held to a minimum.

The preceding itemization of selling costs shows that most of these expenses are necessary and, I think, not excessive. I fail to see how the present scale of list prices and discounts can be lowered without either seriously curtailing selling activities or embarrassing the dealer financially.

HERE is another case to illustrate this matter of margin for selling costs under the present-day necessary selling conditions:

To obtain and retain good salesmen a dealer must set up some sort of lead providing machinery. It is not unreasonable to require that the outside man spend at least fifty per cent of his time on "cold turkey" work, digging up his own prospects, but, on the other hand, he is entitled to a certain measure of sales help—and must get it or he will quit. I provided these welcome leads by arranging with six "neighborhood" stores to display our washer. A sample machine is furnished, on consignment. The sub-dealer is paid, by my company, \$4.65 for all leads closed.

In addition to the demonstrator maintained at the Gross store, I have another woman who interests shoppers in the operating washer at the largest of these branch display stations, the Goldman Department Store.

Each salesman is given one of the five remaining stores as his own personal responsibility. During the past months approximately seventy-five sales were closed, in the home, as a result of this store and demonstration system. Store sales, made by the branch dealers themselves did not exceed eight altogether. The salesman received his full commission on these transactions and paid the store \$10.

I give this brief summary of my methods, and I have cited certain facts, to show the need for this kind of salesmanship, and the cost thereof. It is now almost a truism that "washers must be sold—they are no longer bought."

Wallace S. Whitcomb, the author of this article has a background of nine years activity in the merchandising of household devices. He has been a divisional manager for a well-known washing machine manufacturer and head of the electrical appliance department for a large electrical jobber. Mr. Whitcomb first joined the Gross organization in March, 1918.



Working TOGETHER

By RAY V. SUTLIFFE

THE Rockford Electric Company, central lighting utility at Rockford, Illinois, sold \$90,000 worth of electric water heaters, refrigerators and ranges in 1926.

This utility's *merchandise* sales represent only 13 per cent of all appliances sold in this city of 19,000 domestic meters during the year but accounted for 31 per cent of its total *appliance load* income.

Rockford Electric does not actively merchandise minor appliances, washing machines, ironers or cleaners. The sale of these devices is left to contractor dealers, specialty dealers, department stores and other retail outlets while it concentrates on water heaters, refrigerators and ranges. Dealers are aided to make the most of their appliance sales opportunities while the utility, with the help of some of these dealers, pioneers important load builders. Briefly, the lighting company shares its retail sales opportunities with the dealers and both are satisfied.

A survey of merchandising conditions in Rockford by *Electrical Merchandising* shows that the total sale of current consuming household appliances was \$643,270. Decorative lamp and lighting fixture sales added \$57,670, bringing the total to \$707,240. Rockford Electric and the dealers have therefore achieved a yearly sale of appliances alone of \$33.67 per residence customer. The national average established in *Electrical Merchandising's* survey of June, 1927, was \$23.08.

A goodly portion of the \$432,000 volume achieved by the dealers alone was attributed by many of those interviewed to the friendly relations existing between the lighting company and the local merchants and to the co-operation rendered by the former to the latter. Dealers are doing an excellent merchandising job, partly because the lighting company is not only leaving the sale of minor and "acceptance" merchandise to them; because the utility avoids difficult-to-meet terms and sales competition and because it is co-operating to help the local

merchant build up his business, according to the Miller-Santee Electric Company. These lighting company aids are:

1. A monthly sales letter to all dealers.
2. The availability of its direct-by-mail equipment.
3. Active participation in the local electric association.
4. The compilation of a wiring estimate sheet.
5. Old house wiring campaigns.
6. Co-operative advertising.

Printed on the top of each mimeographed sheet in the Contractor-Dealer's News Letter is a line to the effect that it is "published in the interests of contractor dealers and the electrical industry of Rockford. This friendly feeling has done much to draw the electrical interests of the town closer together and to promote better business.

The direct-mail equipment mentioned includes the names of domestic and commercial customers of the power company and these have been much used as mailing lists by progressive dealers of the town desirous of increasing their business by going after it.

Every two weeks, Rockford's fifty-seven dealers and contractors receive a two-page mimeographed news letter. This is written by a member of the sales staff of Rockford Electric, covering such matters as industrial lighting, news of the industry, better merchandising methods, information regarding sales campaigns and cost

figuring. The editor of this helpful bulletin is also the secretary of the local electric league and, as an individual and as a representative of the lighting company, takes an active part in its affairs.

A good deal of the success of the cooperative sales plan is also due to the effectiveness of the appliance advertising employed. The utility regularly runs newspaper advertisements at its own expense, including the names of the town's electrical dealers in the copy inserted on this basis.

How the Co-operative Plan Works Out in Merchandise and Kw.-Hr. Sales

	Annual Load	
	Gross Sales	Revenue
Contractor dealers . . .	\$104,000	\$16,596
Specialty dealers . . .	365,700	17,359
Other retail outlets . .	137,540	22,347
Central Station	90,000	24,835
	—————	—————
	\$707,240	\$81,137

The utility pioneers water heaters, refrigerators and ranges. The dealers help with these and sell all other appliances. TOGETHER, they sold \$33.67 worth of electrical appliances to each residence customer in 1926

THREE years ago this utility worked out a form for estimating correct wiring jobs, and this system is now used by a number of local contractors.

Obviously, the utility is very much interested in raising the standard of housewiring which in these days implies not only better work but more convenience outlets. This is naturally reflected in the form of the estimating sheet devised for contractors and the result has been the sale of more complete wiring jobs. Contractors have found the form of great value in estimating and providing for a reasonable profit. The sale of better jobs has benefitted the lighting company indirectly through a greater demand for its service and customer satisfaction with these modern wiring jobs has increased a thousandfold.

The utility's outstanding contribution to the prosperity of the contractor-dealer is its more recent old house wiring campaign inaugurated Sept. 21, 1925. Old house owners were solicited by a utility representative and the resulting wiring business turned over to nine contracting concerns in town. A fixed schedule of prices was agreed upon and eleven thousand dollars worth of old house wiring and fixture business and 127 new customers were added to the lighting company's lines in sixty-eight days. During the first twelve months, 245 old houses were wired.

D. L. Cash, commercial manager for the Rockford Electric Company says: "We have found this set-up to be ideal—to push the big current-consuming devices ourselves, and to maintain at the same time a close, friendly co-operative relationship with the retailer, so that he looks upon us as a big brother in the industry rather than a competitor. This policy has paid us mighty fine returns in new business development. Under this plan this division of the American Gas and Electric Company led all others, as of July, 1926, in the volume sale of new revenue." Due to policy of limited lines and consequently of selling expense, it made a satisfactory merchandising net profit as well.

The average kw.-hr. consumption of Rockford Electric's residence customers is 420 kilowatt hours. The average residential bill is \$31.56 annually. Thus Rockford Electric has achieved its load-building aims in the short period of a few years, promoting from time to time the sale of major appliances which needed pioneering in the community.

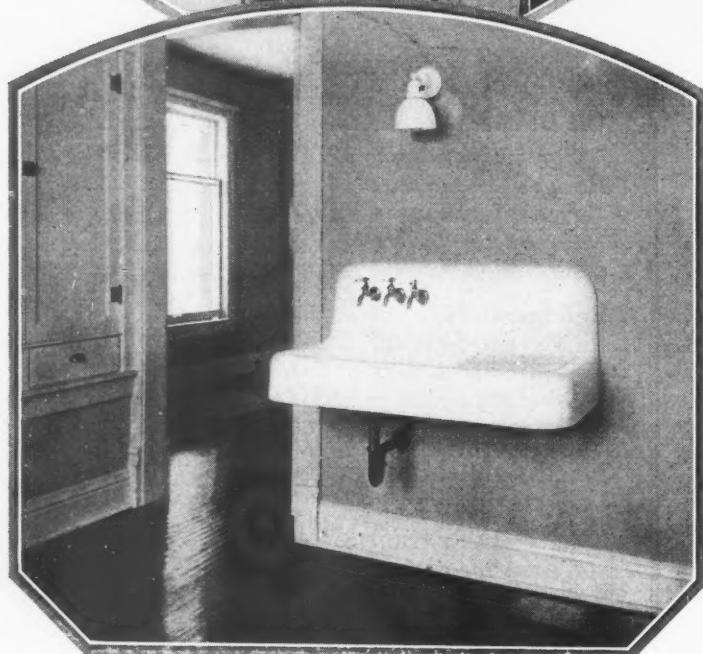
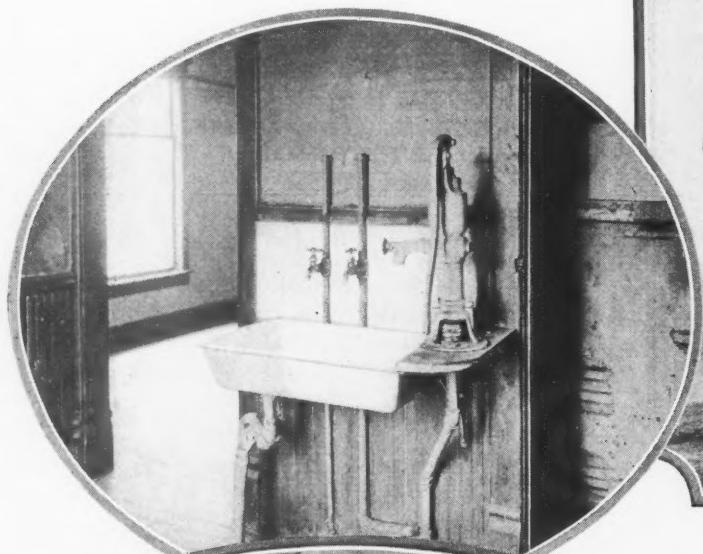
It is aiding all retailers of electrical appliances in town to help it build its load. Meanwhile these retailers are securing highly satisfactory merchandising profits in the sale of the load building appliances. This close co-operation calls to mind an article printed some time ago in *Electrical Merchandising* entitled "In Louisville, the Dealer Does the Job." It might be said in this instance that "In Rockford, the Dealer And the Utility Do the Job."

—And Here's a Record of the Appliance Sales

		*Annual Kw.-Hr.	
	Dollars	Units	Income
Cleaners			
Contractor-dealers	\$ 7,000		
Department stores	15,900		
Hardware stores	2,200		
Specialty dealers	66,100		
	<hr/>		
	\$91,200	1,880	\$1,128
Decorative Lamps			
Contractor-dealers	\$ 6,500		
Department stores	2,900		
Furniture stores	11,050		
Miscellaneous	3,400		
	<hr/>		
	\$23,850	1,590	\$11,450
Ironers			
Contractor-dealers	\$4,900		
Department stores	1,500		
Specialty dealers	2,600		
	<hr/>		
	\$9,000	72	\$690
Oil Burners (6-cent rate)			
Specialty dealers	\$77,000	128	\$2,304
Ranges (3-cent rate)			
CENTRAL STATION	59,000		
Contractor-dealers	1,000		
	<hr/>		
	\$60,000	430	\$19,350
Refrigerators (6-cent rate)			
CENTRAL STATION	\$21,600		
Contractor-dealers	5,000		
Specialty dealers	63,000		
	<hr/>		
	\$89,600	360	\$10,800
Small Appliances			
(Irons, toasters, percolators, fans, heating devices)			
CENTRAL STATION	\$ 1,400		
Contractor-dealers	18,080		
Department stores	7,000		
Hardware stores	5,690		
Jewelry, Novelty,			
Drug	14,400		
Specialty dealers	4,900		
	<hr/>		
	\$51,470	9,200	\$29,300
Washers			
Contractor-dealers	37,900		
Department stores	30,400		
Hardware stores	12,000		
Specialty dealers	183,000		
	<hr/>		
	\$263,300	1,755	\$3,685
Water Heaters (3-cent rate)			
CENTRAL STATION	\$8,000	1,800	\$2,430
Fixtures and Miscellaneous	\$33,820		
	<hr/>		
	\$707,240	\$81,137	

*Oil burner, water heater, refrigerator and range kw.-hr. figures from Rockford Electric Company. Balance based on Edison Survey values—10-cent rate.

*The Remodelling Demonstration House,
sponsored by the "Household Magazine" at
Dixon, Illinois.*



BEFORE

IN ORIGINAL HOUSE

No Convenience Outlets

No Wall Brackets

2 Ceiling Fixtures

7 Drop Cords

11 Incandescent Lamps

350 Watts Connected Load

By M. LUCKIESH

Director, Lighting Research Laboratory
National Lamp Works of General
Electric Company

THE Modern Electrical Home has done a great deal toward arousing an electrical consciousness in the householder. From an obscure beginning in a certain progressive locality, it grew to a well-deserved place in the national viewpoint toward electrical development. It still remains one of the most effective means of arousing interest in home-electrification. It has done

much in the selling of fixtures, portable lamps, electrical appliances and electrical energy. Its success lies in the power of actual demonstration of lighting effects and electrical devices on a full-size scale in a suitable environment.

But why stop there? Why consider only the new home as a demonstration of the comfort, the convenience, and the labor-saving

achieved by electricity in the home? Why not demonstrate these modern marvels in a remodelled home? Such a demonstration has even more effectiveness than the electrified new house, because electricity is seen to create real value out of an old house which had little real value before its renovation.

The first noteworthy attempt of this sort has just been completed in Dixon, Illinois. *Household Magazine* sponsored what they have termed a "Remodelling Demonstration House." Although this spacious old house of eight rooms was modernized by new porches, plumbing, decorations, and certain minor alterations,



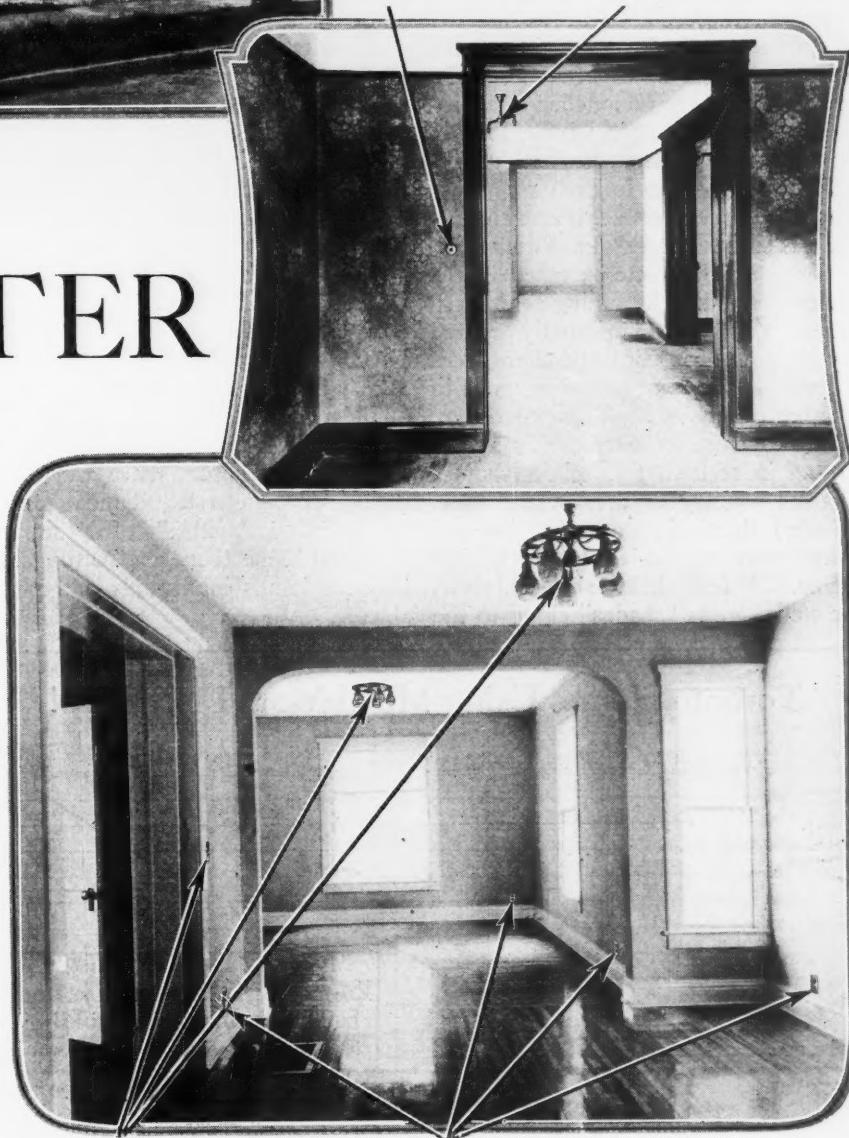
E and AFTER

IN REMODELED HOUSE

- 24 Convenience Outlets**
- 14 Portable Lamps**
- 7 Wall Brackets**
- 14 Ceiling Fixtures**
- 69 Incandescent Lamps**
- 3670 Watts Connected Load**

much of the modernizing was done by means of electrification. And this portion was achieved at a relatively small cost considering the outstanding contribution which modern electrification made.

Again, it may be well to emphasize that in this remodelled house the results of electrification per dollar expended, compared with the results of other expenditures, are more conspicuously favorable than in a new house. In the modernized old house the magic of electricity stands out emphatically. It has played such a great part in converting an inconvenient, dingy house—relatively barren of comfort—into a cheerful, com-



Above: The same living rooms after remodeling. New five-light fixtures, tumbler switches and duplex convenience outlets demonstrate the degree to which the electrical trade benefits whenever an old home is intelligently remodelled.

fortable home. It has done much to create value out of a relatively valueless thing.

A NEW market for wiring, fixture and appliance business is being created by the movement to remodel old homes. Promoted by the "American Lumberman," the recognized exponent of the American lumber industry, this activity is proving its value in dollars and cents not only to the lumber trade but to the electrical, plumbing and other allied trades as well. A national woman's publication, "Household Magazine," is carrying the remodelling idea to the buyer in the home.

Obsolete fixture and switch in old living rooms.

With a nation-wide interest in re-fixturing and re-lighting the home, a "remodelling demonstration house" is

of special interest. Here is an idea well worth capitalizing in thousands of communities. Re-fixturing is done very easily when a house is being remodelled. Sales resistance should be at its lowest ebb in such a case. Additional wiring for more fixtures, more convenience-outlets, and more switches can best be done when a general remodelling of the home is under way.

HOW many homes in this country are prospects for remodelling? An exact figure cannot be arrived at but there are several million real live prospects. The percentage is highest in towns and the smaller cities where changes in character of neighborhood are relatively slow. In cities many of these houses are torn down to make way for progress in another direction, but even in large cities many houses are remodelled annually.

In this old house in Dixon, Illinois, the original wiring consisted merely of a ceiling-outlet in each room and there was not one convenience outlet in the entire house. Inadequate fixtures—quite obsolete—existed in the living-room and the dining-room. All other rooms were originally lighted by a single drop cord and there were no wall-brackets or portable lamps in the entire house. This condition, which seems so extreme, may be found in at least five million homes in this country at the present time. Shaded light did not exist because there were no shades worthy of the name. A few cheap, shallow, clear, or etched glass "shades" clung to the

old fixtures and drop-cards in use.

Compare this original condition with the present one in which convenience is emphasized by wall switches which control the fixtures and by many convenience-outlets which give latitude to location of portables and to the use of appliances. Compare the old house with its eight ceiling outlets, three or four hundred watts in lamps, which are bare or practically so, with the modernized home with many ceiling fixtures, wall bracket sand portables—all equipped with proper shades or diffusing glassware. In the remodelled house the wiring specified consisted of:

Basement: 4 ceiling outlets; 1 convenience outlet.

First floor: 9 ceiling outlets; 2 wall outlets; 13 convenience outlets; 14 wall switches.

Second floor: 5 ceiling outlets; 5 wall outlets; 10 convenience outlets; 6 wall switches.

This is a total of 69 wiring outlets against 8 in the original house. The lighting equipment specified consisted of:

First floor: 9 ceiling fixtures; 9 portable lamps; 2 wall brackets.

Second floor: 5 ceiling fixtures; 5 portable lamps; 5 wall brackets; 4 attachable brackets.

This remodelled house has 39 different pieces of lighting equipment.

In the old house, there were less than a dozen electric filament lamps or so-called "bulbs." In the remodelled home there are 70 tungsten filament lamps in fixtures and portables.

In the old house, the connected lighting-load represented by the bulbs was approximately 350 watts. In the remodelled home, the connected lighting load represented in the 70 tungsten lamps in the lighting equipment is 3,670 watts.

We need not go into the tedious details regarding the actual lighting of various rooms. This was done conservatively and in accordance with lighting recipes which have been adequately tested. Every light source and piece of lighting equipment installed has a utilitarian reason for existence. In other words, decorative value is secondary. We have the primarily utilitarian lighting job to do first. When this is done there will be a great potential business in "luxury" lighting.

Let us look at this remodelled house in terms of the wiring and lighting of the average wired home in this country. Comparing the former with the latter, we find:

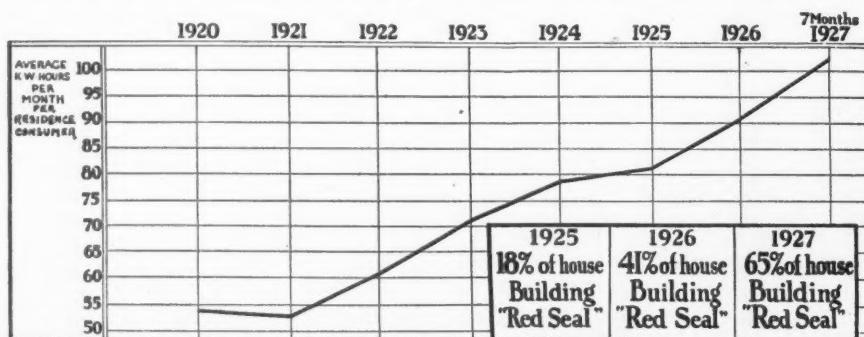
24 vs.	4 convenience outlets,
14 vs.	3 portable lamps,
7 vs.	3 utility wall brackets,
14 vs.	9 ceiling fixtures,
69 vs.	27 tungsten filament lamps,

3,670 vs. 1,000 watts connected lighting load

WHAT has been done in electrifying this old house can be done in part at least in the millions of homes in this country. What this means in dollars in wiring and equipment can be computed by anyone. But when one takes a trip through this home after having been acquainted with the old house he cannot avoid a renewed enthusiasm for his work when it is in the electrical field. With the old house in mind we take a trip through the modernized one. We have renewed respect for the modernizing power of electricity. We have the feeling that we have rubbed Aladdin's lamp and have seen the magic it wrought.

Electricity is as wonderful as a fairy tale, but as long as it remains chiefly a fairy tale to millions of homes, four times as many persons are denied their rightful heritage. The contractor-dealer and other electrical interests will be amply rewarded in dollars for their efforts in bringing this heritage to those millions. The job of lighting the homes of this country has barely been begun but some things have been learned and some good ideas have been developed. It seems that home lighting is ready for great developments.

Toronto Homes Using Much More Electricity!



The rapid increase of household use of electricity for lighting, cooking, auxiliary heating, appliances, radio, etc., is most notable in Toronto. The chart below shows a growth over all the Toronto homes using 25-cycle current, of 100 per cent in seven years, and a particularly rapid increase in the last two or three years, since the Red Seal plan has been operating.

Of houses erected in Toronto for the first eight months 65 per cent are "Red Seal" wired, and there are 275 builders in the 500 per cent group. There is greater support than ever for adequate electrification in all quarters, and an unlimited field for growth, especially when electricity is the cheapest public servant now in use.

The number of meters forming the basis for the average above is more than 110,000, and the number of homes about 90,000.

Sell Electric Service— Merchandise and Kw.-Hr. Sales

*Some constructive ideas in a
letter to the editor*

Will Follow

Editor, *Electrical Merchandising*:

I NOTE the following statement quoted in part, from page 78 of your June, 1927, issue:

"In their specifications quality-built fixtures, ample switches, and convenience outlets are cut to a minimum (usually with the co-operation of the contractor), while electrical cooking . . ."

If the phrase in parentheses means exactly what it says, it certainly is a surprising statement to appear in your magazine. The author of this article quite evidently either does not know his subject or is prejudiced against the contractor-dealer. He could have substituted the word "occasionally" for the word usually and kept reasonably within the truth. But as he has worded it he has slandered a vast number of contractor-dealers who not only are not cutting down the original specifications but are, in every instance where it is possible to do so, adding many convenience outlets and switches, not to mention range outlets, to the original specifications.

I wonder if the author has forgotten who is actually selling the Red Seal Plan in the United States and Canada.

Personally, I choose to believe that the wording is more careless than malicious, but even so it is most unfortunate, and, I believe, requires a retraction.

This little incident sounds a keynote of the whole trouble in electrical selling. The four branches of the industry and the publicity mediums are so busy passing the buck from one to another, talking "Price," "Competition," "Market Development," and a hundred and one other secondary things that, until recently at least, they have completely overlooked the fact that if they will stop quibbling over minor details and settle down as a unit to the one big job of selling the public the idea of elec-

trical service, all of these other things which we make so much ado about will automatically take care of themselves.

In other words, when the industry has sold the public the idea of electrical service in all of its phases; when we have demonstrated that for the service it renders, electrical convenience costs less than any other single item entering into home building and home making; when we have put these facts over not once, but many times, and have learned to keep them constantly (as a united industry), before the public; the public in turn will demand that we produce the merchandise and kilowatt-hours incidental to the utilization of this service and deliver it not so much "at a price" as in a manner that will give them what they want when they want it.

THEFORE, I say, let the manufacturer stop producing so many "competitive" lines and lend his efforts to standardization, improvement, advertising, and proper distribution; let the jobber support the worth-while contractor-dealers in his territory, cease to endeavor to open up new "outlets," scrutinize his credit risks more closely in order to save the public the tremendous burden of contractor-dealer failures, and last but by no means least, know who are his customers and who are his customers' customers; let the central-station man talk less about the high cost of wiring being a handicap to expansion, let him stop completely the practice of selling electrical merchandise at prices below what will return a decent profit on a merchandising basis; let him realize that the contractor-dealer, if encouraged, can become his greatest ally in placing load on his lines, and finally, let him work with the manufacturers to produce not cheaper merchandise, but better merchandise; and then let the contractor-dealer set him-

self to the task of improving his own fitness for the job that is required of him by self-education in the matters of skill, accounting, merchandising, meeting the public, improving his relations with other branches of the industry, and competing on something besides a "price" basis.

When each and every branch of the industry has set itself to accomplish these things and has united on the common ground of putting over to the public the idea of electrical service, then and then only, will the "Average Annual Bill," the "Appliance Sales per Wired Home," and the hundred-and-one other things that we hear and read about daily become in reality what we all wish they were now. During the whole process everyone concerned will have profited, and that too, without the eternal squabble over price, and who is to blame for this, that, or some other condition.

C. A. ROWLEY,
The McNally Company. Manager.
Pasadena, California.

EDITOR'S NOTE: The statement from the June, 1927 issue of "Electrical Merchandising" with which Mr. Rowley takes issue, was not intended either as careless or malicious but as a dispassionate statement of fact. The present deplorable inadequacy of wiring is in largest measure due to the willingness of electrical contractors to compete for housewiring business on a basis of price. To skimp on outlets and switches in order to get the price down has been the usual expedient of the speculative builder. This has met little opposition from the contractor shaving dollars from his estimate to get the job.

For the contractor-dealer who is selling more adequate wiring and working for better standards, we have nothing but praise.

We print Mr. Rowley's letter in full because it contains much sound thinking and constructive suggestion.

Electrical Merchandising

The Business Magazine of the Electrical Trade

ELECTRICAL MERCHANDISING is dedicated to the commercial development of electric service. By this we do not mean central station service only—we mean *electric service*, with all those words imply.

Electric service, as the public understands it, begins at the meter: it manifests itself to the public in cheerful light, crisp toast, snowy and well-smoothed linen, clean carpets, and a thousand-and-one aids and attributes to broader living.

Whoever contributes to the commercial development of this service is a cog or wheel in the machinery of the electrical trade, and hence is a factor in that multi-various activity which we have summed and which we serve under the magazine title, *Electrical Merchandising*. Between the meter and the light, heat or power manifestation which the public buys, there may be dozens, hundreds or thousands of items of merchandise—fuses, switches, wire, wiring devices, fixtures, lamps, appliances. All who make, job, retail, install, service, sell, advertise or advocate this merchandise, are our clients. Whether they like it or not, whether they like us or not, we serve them.

There Must Be Pioneering Before There Can Be Profits

MUCH of the objection of department, hardware and furniture stores to central-station merchandising comes from a fundamental difference in merchandising viewpoint. This was the outstanding fact developed at the conference called during the last month by C. E. Greenwood of the N.E.L.A. Merchandising Committee.

At this conference were present the N.E.L.A. merchandising committee and officials of the national associations representing department, hardware and furniture stores and electrical dealers.

There was common consent by these association executives that the right of the power company to merchandise was not being challenged. The contention was made, however, that power-company merchandising, so long as it was carried on at a loss, was unfair competition and should be abated. The department store executives were especially insistent on the point that every merchandising operation, from the profit and loss viewpoint, should stand on its own feet; in other words that the central station should not subsidize the merchandising operation as a new business department.

The Fresno, Cal., Co-operative Plan was cited and one

As the

group seemed to be of the opinion that a subsidy for load building was proper only when such a subsidy was devoted to stimulating sales by dealers of the community, not proper when extended to the merchandising department of the central station itself.

It was clearly apparent during this meeting that the power company men and the non-electrical dealers did not use the term "merchandising" in precisely the same sense. This was the difference:

UTILITY commercial men place load building in the forefront, naturally, and accept, as an inevitable part of load-building activity, the necessity of pioneering new electrical devices. Such pioneering is expensive and unprofitable. It is the view of the department store and hardware dealer that the expense of such pioneering should fall upon the manufacturer and not upon retailers of any class no matter what their interest.

This point of view may be justified theoretically, but in practice would probably operate to the disadvantage of the public and the trade, including the department store. For the fact remains that, in the development of electrical merchandise, had it not been for the central station interest in getting practical and efficient load-consuming equipment on their lines we would, in design and market development, certainly be ten years behind the point we have reached. One has only to think of the whole line of small heating appliances, of electrical refrigeration, the electric range and water heater, to realize the vast amount of expensive promotional and pioneering work done by the central station.

The conference was highly constructive. By the disclosure of differences, it will lead the way to the reconciling of conflicting views. The good will and fair purpose of all these men was obvious, and the work will not cease with this gathering. A committee representing all interests was appointed to proceed on the groundwork laid. It is certain to produce results.

* * * *

"Aw, Give Us 'Nother Spoon o' Gravy"

NO man who was in the army will forget the old chow-line. Mess kit in hand, we dashed for the kitchen at the cook's "come an' get it." We jostled into a straggling line, wedging our way with hips, elbows and shoulders, imploring the man ahead to show some speed and damning the one at our heels for his impatience. Woe to any in the chow line-up who stumbled over a loose stone or wheel rut! Instantly the misstep was augmented by a knee applied none too gently at the seat of his breeches: the space he had occupied was filled before he could straighten; he had "lost his place" and had no choice but to start again at the end of the line.

Something very similar happens daily in business. Mr. and Mrs. John Robinson Public have well filled pockets and pocketbooks which unmistakably invite all trades-

Editors See It

men to "come and get it." We dash into line—the grocer, butcher, clothier, jeweler, home-seller, plumber, auto agent, travel bureau, radio dealer, appliance dealer, all who have something to sell. Again can we say, woe to him who stubs his toe, for the next man takes his place in a split jiffy and he must start again at the end of the line.

Through bumble-blunder merchandising, the electrical trade has "lost its place" several times within recent years. We were close to the head of the line when the auto hit us. We were again very close when the radio came. Today the spoon is fairly poised over our mess kit.

Will we "lose our place" again?

* * *

A Worthwhile Work in the Lighting Field

THE Artistic Lighting Equipment Association is engaged in a membership drive. This fact is brought home about once a week to most of us in the electrical field, when a well-thought-out letter on the accomplishments of the A.L.E.A. and the advantages of its membership comes to our desks from some well-known member of the association.

It is unique, interesting and evidently a result-getting method of increasing membership, this plan of a follow-up by many letters from many different member-companies.

A relatively new association in its present form, the successor of the old Lighting Fixture Council has a record of such real accomplishment that it deserves the endorsement and support of the entire field. It has a strong membership and, under the leadership of G. P. Rogers, its highly competent managing director, the A.L.E.A. will be a strong element in lighting progress and lighting equipment merchandising.

* * *

Friends

THE first chapter of W. R. Hotchkin's book "Making More Money in Store Keeping," is devoted to "Making Friends."

Friend-making was a neglected art among the old line electrical people. That is what gave the department stores and hardwaremen their chance to enter the business. Today the buyers of electrical merchandise still drift friend-ward, to whatever kind of store they like, regardless of the sign over the door.

There is no formula for making friends in a mercantile sense, unless it be this: to try tactfully to be of real service to those who enter. Which reminds us of a story of Marshall Field.

On a crowded day in Field's store, he saw a poor, little, flustered old lady wandering about bewildered. He spoke to her, learned her want and led her to a counter. "Miss Smith," he said to the sales girl, "perhaps you can serve our friend."

Field died many times a millionaire. Two or three dollars of his millions came from the worn pocketbook of that little old lady whom he thought of and spoke to as "our friend."

* * *

Appliance Display Breaks into Color

THE New York Electrical Show is as regular an event as the Fall rains which frequently accompany its opening.

This year's show was not only another mile stone in the progress of electrical design, but it was outstanding in that it struck a new note in the display of appliances. This note was color.

The exhibits of the several utilities in the metropolitan district used light and color with extreme effectiveness to carry over the electrical message. A number of manufacturers' exhibits were even more brilliant in effective color displays and challenging originality.

This is in accordance with advanced merchandising practice. Never before have merchants in all lines used so much color; never has the selling effectiveness of color and light been so recognized and so much employed by leaders in retail practice. The electrical industry has contributed greatly to modern merchandising display by the development of intense and properly directed light. And now the electrical appliance trade falls into step with leading merchandising practice by the adoption of brilliant color displays, brilliantly lighted. It is splendid to see this. We cannot have too much color to help put our merchandise into the homes of the public.

* * *

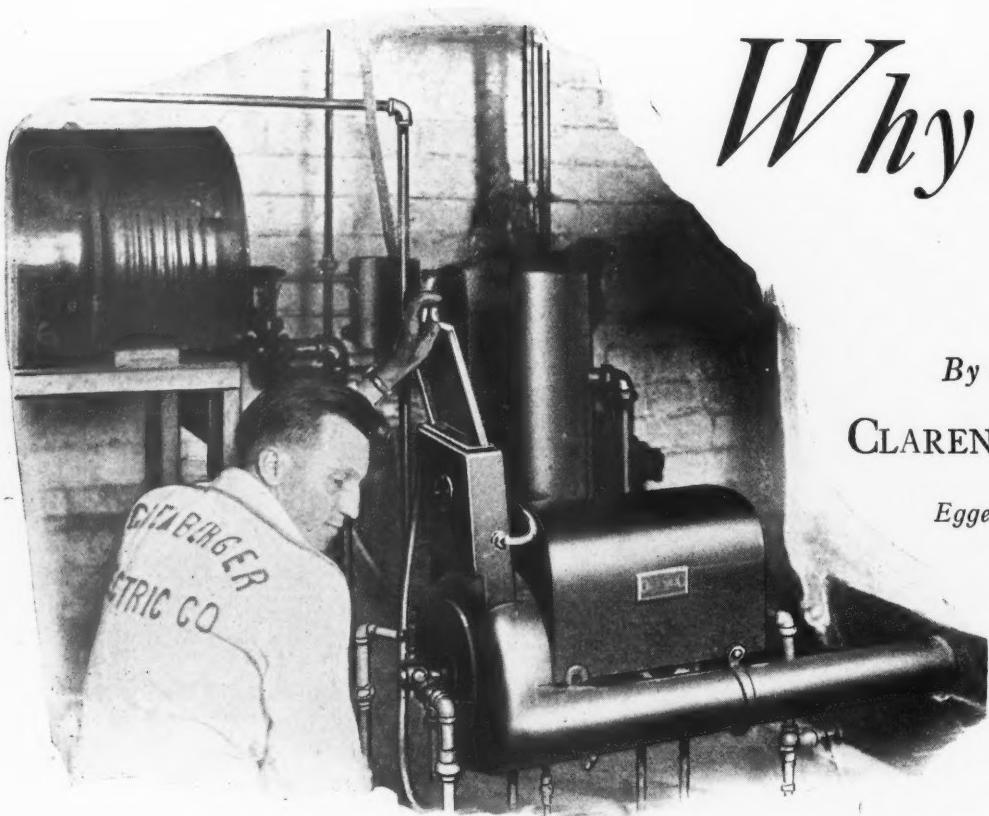
Shoo-Fly Trouble

"GETTING away from trouble was the primary purpose of our organization," said the president of a Middle West association of electrical dealers.

The words' effect is like the first breath of spring after a hard winter, for most of the associations of this sort seem to be organized for no other purpose than to hunt trouble—or make it. To find one which tries deliberately to avoid a fight almost makes one believe that the elusive millennium is really around the corner—that there is a Santa Claus after all.

Undoubtedly, the reason why we have so many trouble-seeking, trouble-making organizations in the electrical trade is because it is easier to appeal to men's fears and prejudices than to their fairness and common sense. Also, fear and prejudice are vociferous, while fairness and common sense are mild-spoken. One raucous agitator can shout down a dozen who plead for peace.

But not in this Cleveland organization. The dealers there are determined to have peace if they have to fight for it; the agitator has been thrown out on his ear; the little dove with the olive branch perches on the president's gavel—and the members are making money.



Why I Sell

By Contractor-Dealer

CLARENCE EGGENBERGER

Eggenberger Electric Company

Pontiac, Illinois

Job	Selling Price	Gross Margin	Per Cent	Net Profit
1	\$845	\$278	32.9	\$83
2	650	195	30.0	76
3	740	250	33.8	87
	<hr/>	<hr/>	<hr/>	<hr/>
	\$2,235	\$723	32.3	\$246 (11%)

A Typical "Six Profit" Oil Burner Estimate

Item	Cost	Quota-tion	Gross Margin (per cent)
Burner	\$296	\$395	25
1000-gal. Tank	70	110	37
Excavating	16	25	36
*Mechanical			
Installation	87	160	46
Electrical Work	14	30	53
Servicing Margin	7	20	65
	<hr/>	<hr/>	<hr/>
	\$490	\$740	33.8

*Piping, bricks, cement, labor, etc. Selling price 1½ in. pipe set at 30 cents a ft. and 2 in. filling pipe, from alley to tank, at 70 cents a foot.

WITHIN the past two months, I have sold three oil-burner installations in Pontiac, Illinois. It took less than twelve hours, all told, to make these sales. They totaled \$2,235. My gross margin was \$723 and my net profit, as nearly as I can figure it, is \$246 (11 per cent). Does this explain to some extent why I am now pushing oil burners? Volume business, with an attractive opportunity for increasing the profit margin, characterizes the retailing of oil burners. But this is not all from the electrical contractor-dealer viewpoint. I did not realize, until I was thoroughly into this game, how admirably oil-burner selling is suited to the experience and equipment of the average electrical contractor-dealer.

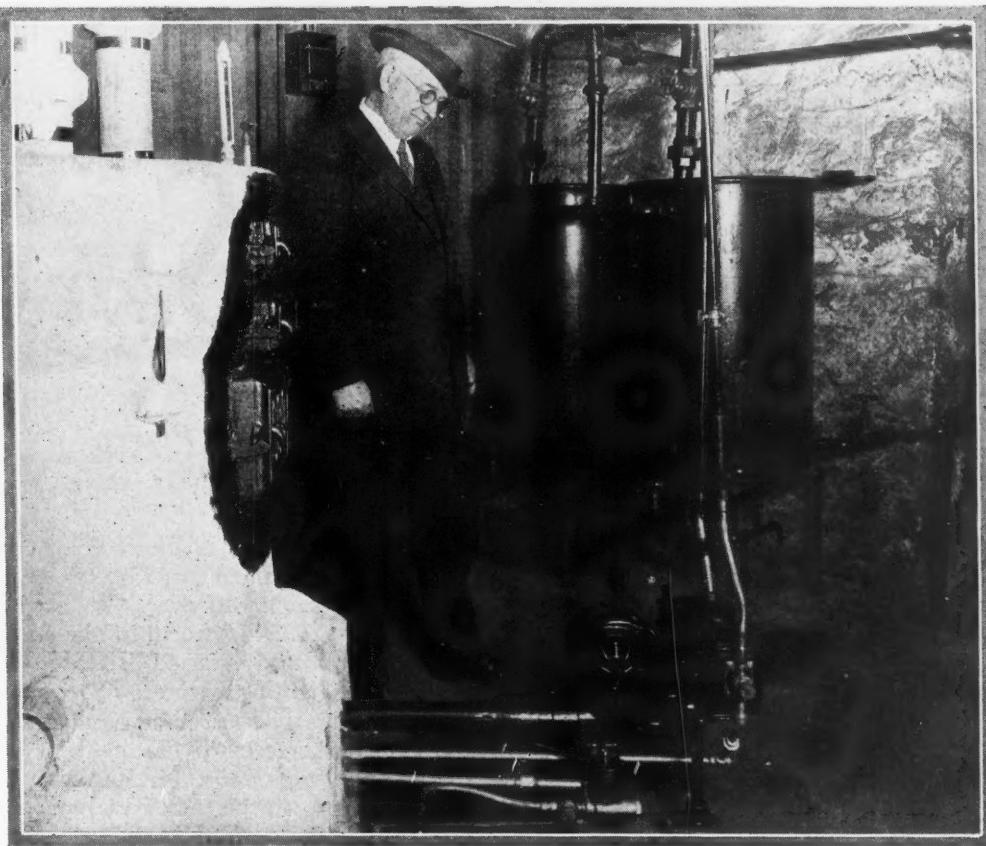
By adding a 1½ and 2 in. die to my pipe-threading kit I was in a position to install the necessary oil piping for these three jobs. Running the special circuit from the meter to the oil burner motor was of course, a cinch.

With two of these installations I sold a 2,000-gal. tank, the other took a 1,000-gal. container. It is necessary to bury the tank in the ground outside the residence. I hired a professional excavator to dig the holes but did all the rest of the work in connection with installing these burners myself, assisted by a helper. We filled the hole with a foot and a half of water and then rolled the tank into it. The water not only breaks the shock of the fall but permits revolving this large tank until it is in the exact position desired. Then by pumping the water out, or waiting for it to seep into the ground the tank is left in the exact position desired. Two men with the aid of rope slings can handle a 1,000-gal. tank without the slightest difficulty.

AN EXAMINATION of the figures which I am submitting will show that there are six opportunities for making profit in selling oil burners—and with practically no increase in store equipment or other overhead commitments. The burner game puts the electrical dealer

OIL BURNERS

"Volume business, with an attractive opportunity for increasing the profit margin, characterizes the retailing of oil burners. "Five profits are possible in addition to the profit on the unit itself."



in a position to establish his own selling price—mark-up I believe is the right word—and God knows we fellows need all the merchandising opportunities of that nature we can get.

Almost invariably the job is quoted and sold at a unit price. If the contractor-dealer is wise he will submit but one figure—the installed price. This practice permits a man to get his legitimate profit on the wiring and on all the labor and miscellaneous material involved. I have known many competitors of mine to spend almost as much time selling a \$210 wiring job—the average price of the piping, wiring, labor and material included with each burner sale—as it took me to sell any one of my oil burner jobs.

Another thing; two of these jobs were sold for spot cash. Many of my prospects tell me that when they buy it will also be for spot cash.

YOUR readers may wonder how an electrical contractor in a town of 8,400 people sells oil burners. Well, in the first place, I took a two weeks' course at the factory learning how to install, service and sell these electrical appliances—for such they most certainly are. When I returned to Pontiac I immediately made a survey of the town to find out who was interested in automatic heat. This was in August. I canvassed the town myself. It took twenty working days to fill out the "Bureau of Heat Research" cards. These survey forms asked the follow-

ing questions: name, address, type home, size family, children, present type of heat, condition of the heating plant, prospects, opinion about installing an oil burner. Incidentally this survey gave me a splendid opportunity to write some very attractive refixturing and rewiring business.

I HAVE at present in my file almost 200 prospects which I consider worth going after. Several of these are almost to the buying point. I found that their interest was best gained and held in two ways: first, by explaining the health giving advantages of even temperature, clean heat, and second, by pointing out that my experience as an electrician, mechanic and servicer qualified me to make the entire installation efficiently and to maintain it intelligently.

I am still comparatively new at this oil-burner game but from experience so far gained, I see no reason why it isn't one of the best merchandise bets for a contractor-dealer to place. Especially considering the present comparative state of inaction in the new home wiring field.

This added activity has not interfered with, neither has it cut down my work as an electrical contractor and dealer in electrical appliances. The reverse has been the case. The busier I am the more I circulate and meet people. It is adding to my reputation for being a "live wire." "Give a job to a busy man if you want to get it done," I tell my prospects.

On the FIRING

All sectors on the sales front have been active this month. Fall sales campaigns are everywhere in progress and cold weather has evidently stimulated business, for campaigners report good results.

Just to give everybody an idea of the number of companies putting forth extra sales effort on electrical appliances we're going to head each sales news item with the name of the campaigning company. Electric heaters are in season so let's start off with news of an electric heater drive.

Salinas Electric Company Salinas, Cal.

H. H. Daly, sales manager for the Majestic Electric Appliance Company, Inc., of San Francisco, Cal., reports that one of his dealers, The Salinas Electric Company of Salinas, Cal., has just sold 70 Majestic electric heaters to the San Lucia Inn in Salinas. Majestic crews are putting over a good job to large institutions out there in the West and other recent installations include the Castroville School, Castroville; Moto-Inn, Salinas; Philip Sweed Grammar School and Poultry Producers of Central California, Petaluma; American Legion Building, Crockett; Linden School, Linden; Bret Harte Sanitarium, Murphy; College of Novitiate, Los Gatos; Morro Bay Hotel, Morro Bay; New Lodi City Hall, Lodi; Marion Davies residence, Santa Monica, and Fred Niblo's residence in Beverly Hills.

Virginia Public Service Company Alexandria, Va.

We're a little late with this one but the sales stimulating idea is worth waiting for. The latest issue of *General Engineering News* to arrive at our desk tells us that general manager O'Connell of the Northern Division, Virginia Public Service Company sold \$20,000 worth of electrical appliances in 16 days by offering his sales force a week-end at "Pocopeake," his Chesapeake Bay lodge. Thirty-eight salespeople sold 61 electric ranges, 10 refrigerators, 16 washers, 6 water heaters and 22 flatirons. Guess O'Connell will have to consider keeping the place open all winter.

J. H. Shirk, Sales efficiency—and how. J. H. Shirk of Milledgeville, Ill., has sold 115 Hoover vacuum cleaners in town and there are only 140 domestic meters on the local lines. "Continuous contact, not special inducements does it," he tells us and there is a moral here for pavement pounders.

Salesmen and

Georgia Power Company Atlanta, Ga.

As usual, we have a lot to report about the Georgia Power Company of Atlanta and its many branches. Last month's *Firing Line* told about the company's \$100,000 refrigerator campaign and that \$50,000 worth had been sold with the campaign half over. Well, we now learn that the boys sold \$127,115 worth of the stuff in 16 selling days and have already started drives on Mazda lamps and commercial lighting fixtures.

The last campaign organ *Georgia Light* says that 64 per cent of the quota of 100,000 Edison Mazdas were sold on October 18th with 12 more days to go. Seventy-one per cent of the commercial fixture quota had been disposed of in the campaign calling for 1,000 "Trojan" units from October 17th to November 1st.

Ten Questions to Te Yo

Current magazines are full of tables and forms nowadays whereby one may make an examination of his own possibilities, grade himself and make his own decisions on what it all means. Salesmen, always abreast with what is new, should have their test sheets. Here is one a salesman has prepared, and, he declares, any salesman will be able to answer some important questions to himself after filling it out.

Counting a full "sufficiency" on each item, a score of 100 is possible by allowing ten points on each question. Sit down and honestly mark in the figures you think you should enter after each item. Then add them. The result is your score. If you think you are one hundred per cent on any one, score ten points. If you think you are almost at the bottom on one, mark it 2, 4, or whatever figure you think honestly should go there. After you have made the tallies, sit quietly for fifteen minutes or so and consider the questions, the tallies, and the total.

Henry L. Doherty & Company.
NEW BUSINESS BULLETIN

G LINE — with

Salesmanagers

George MacGladrie, George MacGladrie of Rochester, N. Y.

George MacGladrie of Rochester, N. Y., is the noblest Roman of them all when it comes to demonstration of a vacuum cleaner, the Eureka Vacuum Cleaner Company of Detroit, Mich., has decided. George has a cut and dried sales talk which is the proverbial "wow."

United Electric Light and Power Company, New York City

Properties of the United Electric Light and Power Company concluded a special campaign on Westinghouse Automatic Irons last month with total sales of well over 3,000, as against 1,875 during a similar period in 1926. Over six tons of old irons were taken in trade during the campaign at \$1 credit allowance each.

Montana-Dakota Power Company
Williston, N. D.

The Black Hills seem to be popping pretty much into the lime-light these past few months. We understand that the Montana-Dakota Power Company operating in western and north-western North Dakota as well as eastern Montana, with headquarters at Williston, N. D., has just completed an electrical appliance campaign in which it sold 92 "Gainaday" appliances in 30 days.

The campaign was built around terms of \$3.50 down and \$9.25 per month. A steel collapsible wash bench was offered as a premium during the sale which was organized by W. M. Smith, sales manager of the company. Smith organized the four divisions of the company in a campaign of friendly rivalry, offering prizes to high men in each and grand prize winner. Bab Nayler, of Wolf Point, won high prize as division salesmanager of the winning division, and Oscar Ukkelberg came out on top as high salesman. A notable feature of the campaign was a "kid stunt" put on by Mr. Smith in Williston. He purchased 2,600 sun visors, had them imprinted with the name "Gainaday" and advertised that every youngster calling at the store would receive one without charge. About 500 kids responded and later paraded around the town.

Birmingham Electric Company,
Birmingham, Ala.

Puget Sound Power and Light Company,
Seattle, Wash.

United Light and Railways Company,
Davenport, Ia.

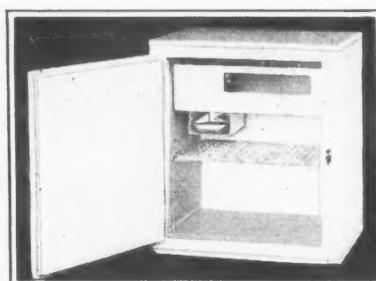
As we go to press news of three new campaigns reach us. The Birmingham Electric Company down in Alabama, we understand, is campaigning 60 watt lamps for a period of thirty days and news of the results will not be available for a week or so after the November issue of *Electrical Merchandising's Firing Line* appears. The company is offering a first prize of \$25 to the employee not in its sales department obtaining highest sales, and \$15 and \$10 to second and third prize winners.

Puget Sound Power and Light Company properties are also running an employee's sales campaign featuring electric ranges and are advertising the campaign extensively. And we see that properties of the United Light and Railways Company, with headquarters at Davenport, Iowa, are planning to put special effort behind lamp sales just as soon as definite campaign plans can be formulated.

Your Rating as a Salesman

Do I know the need of the goods I am selling?	Score
Am I confident on Approach?	
Do I do enough Canvassing?	
Am I thoroughly sold on my own goods?	
Do I willingly make night calls?	
Do I make full use of all the tools of a salesman?	
Do I seek assistance of my superiors often enough?	
Do I take full advantage of my company's sales literature, etc.?	
Do I maintain a serviceable list of prospects?	
Do I prepare my day's work ahead sufficiently?	

Some New Electrical Appliances



Apartment Refrigerators

The Leonard Refrigerator Company, Grand Rapids, Mich., is announcing a line of new apartment refrigerator cabinets for electrical refrigeration use. Various styles and sizes may be had with separate base to fit the apartment kitchenette. The cabinets are made in sizes to fit about the kitchen sink, a popular installation in the apartment. The exterior of these cabinets is of steel, finished in white Duco and interior in white enamel or white porcelain. Accessories including vegetable bin for base and table top of porcelain may be had. The capacity of the refrigerators is $4\frac{1}{2}$ to 6 cu.ft., providing ample storage space for the food requirements of the average family.—*Electrical Merchandising*, November, 1927.



Radio Power Units

In the line of radio power units offered by the Acme Electric and Manufacturing Company, 1444 Hamilton Avenue, Cleveland, Ohio, are "A," "B," and combination "A" and "B" power units as well as a current supply unit for use with a.c. tubes.

The "A" power unit is completely dry and consists of an Acme dry charger with a dry storage battery. It is automatic in operation, being controlled by a filament switch on receiver. The unit is made for 4-volt and 6-volt operation, on 50-60 cycles, and is listed at \$32.50.

The "B" unit uses UX-280 and CX-280, 125 mil. rectifier tube. Its capacity is 40 milliamp. at 160 to 180 volts. The 125-mil. tube with its extra reserve capacity will enable the "B" unit to operate on any type of radio receiver, the company declares. Through the use of 12,000 ohm voltage divider the following voltages can be obtained: 22 $\frac{1}{2}$, 45, 67, 90, 135 and 180. Intended retail price B-280 unit, \$22; tube, \$5.

The "A" and "B" socket power unit includes the "B" unit using the 125-mil. rectifier tube together with the Acme new dry charger and a U. S. L. type DXG-307 gravity ball, glass jar battery. As an alternative to the wet battery in the AB-280-G power unit, a dry storage battery can be furnished. Intended retail prices, in 4-volt and 6-volt operation on 50-60 cycles, \$54.50; tube, \$5.

The "A" current supply unit for use with a.c. tubes retails for \$10.—*Electrical Merchandising*, November, 1927.

"Horton" Porcelain-Enameled Washers

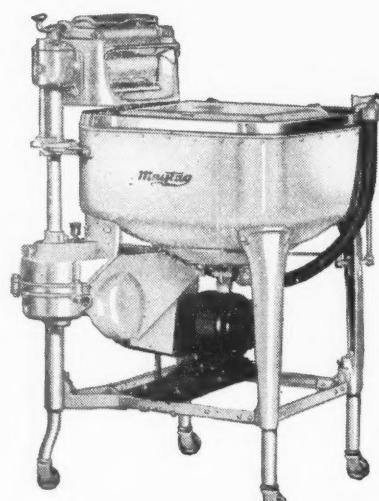
The Horton Manufacturing Company, Fort Wayne, Ind., has been manufacturing porcelain-enamedled washing machines since 1922, declares its general sales manager, Arthur M. Dodd, in a statement calling attention to the fact that another washing machine company has claimed in its advertisements to be the only manufacturer of porcelain-enamedled washing machines.—*Electrical Merchandising*, November, 1927.

New "Maytag" Washer

The latest refinement in washing machine design—precision cut gears—is embodied in the new washer announced by the Maytag Company, Newton, Iowa. As a result, the company points out, the new machine is as nearly silent and perfect in operation as it is possible for any mechanism to be. All moving parts are enclosed and require no adjustment or attention. The machine is started and stopped by a simple movement of a convenient lever.

The new washer, like its predecessor, is a gyrator-type machine but the new model improves upon the old "Maytag's" washing ability by advanced tub design which imparts to the water action a continuous deluging effect designed to penetrate the toughest dirt-impregnated fabrics. The new model has cast aluminum tub, non-corroding, non-denting, satin-smooth and, because of its heat-retaining qualities, is intended to keep the water hot during the washing process. The tub empties and cleans itself and is equipped with a hinged cover which prevents splashing and serves as a handy shelf when open. The tub, despite its compact design, has great capacity and the arrangement of the gyrator enables the operator to place her hands into the tub while the gyrator is turning.

Perhaps the most prominent feature of the new machine is the new Roller Water Remover—a super-wringer with non-crush wringer roll. The construction of the non-crush roll allows the roll to fold itself over ridges and seams and penetrate into creases, with firm even pressure on the fabric at all points. A blanket or handkerchief can also be wrung dry separately, without readjustment of the rolls by the operator. This new Roller Water Remover is an exclusive patented feature, the company declares, obtainable only with Maytag washers. In addition to serving as a water extractor, the super-wringer has an automatic feed, is self-reversing and swings to seven positions.—*Electrical Merchandising*, November, 1927.

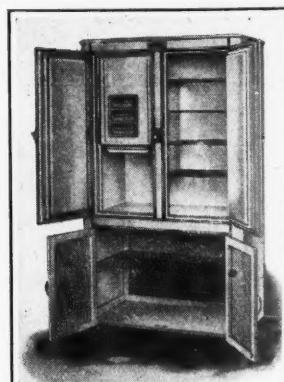


Lower-Priced Cleaner

Under the name of "Regal," the P. A. Geier Company, Cleveland, Ohio, manufacturer of the "Royal" and "Super Royal" cleaners, is announcing a new lower priced machine.

The manufacturer emphasizes the fact that the new cleaner is a quality product and not one "built down to a price." By utilizing accumulated engineering data and unusual manufacturing facilities and by reducing every item of overhead to the absolute minimum as is possible because of the company's other manufacturing operations, the Geier officials state that in bringing out the new cleaner they have succeeded in building a standard quality machine at a price that all can afford to pay.

The intended retail price of the machine is \$34.50 and it will be distributed only through jobbers and dealers.—*Electrical Merchandising*, November, 1927.



Porcelain Refrigerator

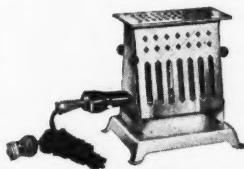
Porcelain, inside and out, is the very desirable feature of the No. 0504 refrigerator of the Leonard Refrigerator Company, Grand Rapids, Mich., one of the line of new "Leonard Cleanable" refrigerators designed for electric refrigeration.

The model illustrated has shelf and floor area of 11.39 sq.ft. and interior capacity of 10.51 cu.ft. Its dimensions are: Width, 37 $\frac{1}{2}$ in.; depth, 22 in.; height, 66 in. Weight crated, 508 lb.

The standard equipment of the refrigerator includes the porcelain baffle for cooling chamber, porcelain defrosting pan and shelf in base compartment. A sliding porcelain drawer may be had for the base at extra cost.

An added attraction to the refrigerator's appearance is the French gray trim around the doors, in pleasant contrast with the white porcelain exterior.—*Electrical Merchandising*, November, 1927.

that Will Pep Up Christmas Sales



Turnover Toaster

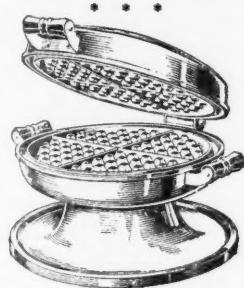
The Marion Electric Corporation, Marion, Ind., is announcing a new turnover toaster, its "Ev'ryday" Minute toaster. The features of the new toaster, as pointed out by the manufacturer, are the one-year guarantee, the hand-wound element mounted on first-grade mica, the exclusive turnover feature which is operated by merely raising and lowering the lid, and the feed-through switch plug with which the toaster is equipped. The height of the toaster is 8 in. and it is rated at 110 volts, 600 watts. Intended list price, \$3.75. — *Electrical Merchandising*, November, 1927.

"Kelvinator" Cabinets in Color

Tying in with the now popular trend of color in the home, Kelvinator, Detroit, Mich., has brought out a line of colored, decorated cabinets in Model 273, the first four of which, now on display at Kelvinator dealers' showrooms, have cream, apple green, turquoise blue and Chinese red finish.

With these new decorative cabinets, the refrigerator is no longer restricted to installation in the kitchen, pantry or back porch but may now be placed where convenience dictates, multiplying the uses of the refrigerator and making it sufficiently decorative to harmonize with the surroundings in which it is placed, in breakfast room, nursery or playroom, billiard or card room, etc.

This new development, the company points out, opens up the possibility of the refrigerators being employed as supplementary to existing refrigeration as people catch the idea that one of these attractive cabinets might be fitted in other rooms than the kitchen. "We have only to look at the automobile business during the last few years," says the company, "to realize that this is a period when people want—and buy—more than one particular utility or convenience. Motor car manufacturers have certainly capitalized on this new tendency. Its application to the electric refrigeration business is perfectly reasonable and offers what seems to be a profitable outlet for such a product." — *Electrical Merchandising*, November, 1927.



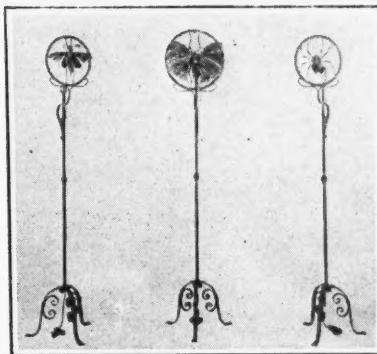
Waffle Iron

Special features, such as the overflow ring and expansion hinge are incorporated in the new No. 601 waffle iron of the Superior Electric Products Company, 1300 South Thirteenth Street, St. Louis, Mo. Other specifications are the 8-in. aluminum grids, the nickel chromium element, the black rubberoid panelled handles and black fiber feet, fully-enclosed base and polished nickel surface. Intended retail price, \$8.50. — *Electrical Merchandising*, November, 1927.

Three Torchieres

Brightly decorative for hearth or hallway are the three torchieres pictured, designed by John B. Salterini, 35 West 23rd Street, New York City. No. 310 has a butterfly shield of wrought iron. The height is 5 ft. 6 in. and the finish is Pompeian green. Intended retail price, \$15.

Unusual in design is the pair of torchieres with spider and fly shield, of wrought iron. The light is subdued by a round shield of mica. Intended retail price, \$27 for the pair. — *Electrical Merchandising*, November, 1927.



Apartment-Size Refrigerator

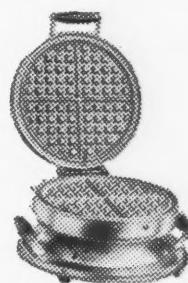
The Electric Refrigeration Department of the General Electric Company, Hanna Building, Cleveland, Ohio, has developed a new apartment-size refrigerator, S-3-2, which has food shelf area of 5½ sq. ft. and food storage capacity of 2½ cu. ft. Its ice-maping capacity is 56 cubes, approximately 7 lb. of ice. The exterior dimensions of the cabinet are: Height, overall, 40 in., without legs; width over hardware, 27 in.; and depth, 20½ in. The cabinet has white enameled interior, lacquer exterior finish on steel. It is equipped with detachable legs which may be had either 6 in. or 11½ in. high. Intended retail price, \$258. — *Electrical Merchandising*, November, 1927.

Waffle Iron

Many refinements are incorporated in the new improved "Whitehouse" Waffle iron of the Gold Seal Electric Company, 7480 Stanton Avenue, Cleveland, Ohio.

The new iron is made entirely of brass and chromium plated. Chromium plate, it is pointed out, is a high-luster finish that will not discolor under heat, will not stain or tarnish and will retain its high luster indefinitely without polishing.

The grids of the new iron are of cast aluminum, 7½ in. in diameter. The handles are of wood in ivory finish, with silk cord to match. The intended retail price is \$9. — *Electrical Merchandising*, November, 1927.



Household Waffle Iron

In the new No. 77 waffle iron brought out by the Rutenber Electric Company, Marion, Ind., the heating units are hand laced and specially wound for both the top and bottom griddles. The grids, 8 in. in diameter, are made of aluminum and after the initial heating do not require greasing. The surface is nickelized and highly polished. The handles are of ebonized octagonal wood. The iron is rated at 660 watts, 110-220 volts. Intended retail price, \$8.75. — *Electrical Merchandising*, November, 1927.

Waffle Buffet Set

During the winter season the waffle is a popular item on bridge, luncheon, tea and after-the-theater menus. Following this popularity, the National Stamping & Electric Works, 3212 West Lake Street, Chicago, has announced a new "White Cross" waffle buffet set, No. 154-T-S. The set consists of a 16-in. highly polished aluminum tray, a waffle jug of pure white tile-effect pottery, decorated in Delft blue, and the "White Cross" No. 154 waffle iron. The set is intended to retail at \$12.50. — *Electrical Merchandising*, November, 1927.



Percolator Set

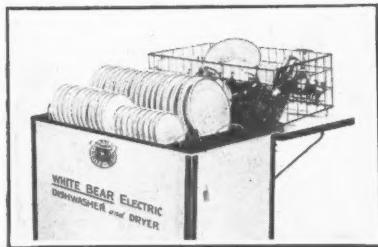
Another suggestion for an ever-acceptable Christmas gift is the new "Ambassador" percolator or urn set of the Fitzgerald Manufacturing Company, Torrington, Conn. The percolator is of the urn type and may be had in either seven or nine-cup size. Creamer, sugar and a 13 x 19 in. tray are also included in the set.

The urn is 15 or 17 in. high, according to capacity desired, and has shell of copper, highly polished nickel outside, silver plated inside. It is capped with an ornamental metal dome and has attractively-designed symmetrical side handles and curved feet of black bakelite. The creamer and sugar are of the same design as the urn but are gold lined. The tray is finished in nickel with ornamental handles.

A special feature of the urn is the cut-off switch with which it is provided. Should it percolate "dry" a switch at the bottom of the urn automatically disconnects the current and remains so until again reconnected by simply pushing in the button.

The intended retail price of the set with 7-cup urn is \$25; with 9-cup urn, \$27.50. — *Electrical Merchandising*, November, 1927.

New Electrical Merchandise to Feature



Dishwasher

Large enough to hold at one time the formal dinner service for six persons or the informal service for ten to twelve, yet small enough to fit the modern kitchen conveniently is a new "White-Bear" electric dishwasher, sterilizer and dryer. The dishwasher is made to fit any modern kitchen. When closed it forms an attractive kitchen table, with white enamel top, 32 in. x 19 in., taking up very little space indeed. It is 31 in. high. The sides are covered also with white enameled sheets, easy to keep clean and affording full protection from the mechanism. Rubber-tired casters are provided so that the dishwasher can be moved quietly and without marking the floor.

The dishwasher will easily hold sixty pieces of china besides 100 pieces of silverware. The racks have rubber pins which act as cushions to hold the dishes in place and to separate them from each other, thus preventing any chipping, breaking or scratching of the china. The tanks are made of heavy gage copper, block-tin lined, while the pipes are of aluminum, making them all rust-proof. The horizontal rotating shower pipe has 375 openings through which 1½ gal. of hot soapy water are discharged at the rate of 30 gal. per minute by action of an automatic centrifugal pump, driven by a ¼-hp. motor. The dishwasher operates from any convenient outlet. White Bear Corporation, 716 Illinois Building, Indianapolis, Ind.—*Electrical Merchandising*, November, 1927.

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Loudspeaker Lamp

In appearance a cone-type loudspeaker, the new "Aladdin Glo-Cone" is a lamp as well, for through the surface of the cone is diffused a mellow light that adds charm to its surroundings. The cone is hand-painted, in bird and flower design.

The loudspeaker unit, it is pointed out, is of the highest type, embodying the cone principle and is designed to pass frequencies from 175 to 5,000 cycles. The lamp is controlled by a pull chain extending through the back of the speaker and is made for use with the new inside-frosted 25-watt lamp. The "Glo-Cone" is made in two types—for floor or table use. The floor type is listed at \$20 and the table type, \$12.50. Aladdin Manufacturing Company, Muncie, Ind.—*Electrical Merchandising*, November, 1927.

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Waffle Iron

Under the name of "Lightning," the Fitzgerald Manufacturing Company, Torrington, Conn., has brought out a new waffle iron with extra large grid—7½ in. inside diameter. The grids are of aluminum and the iron itself has steel shell, copper plated, then buffed, nickelized and rebuffered. The element is nickel chromium, helical coil, with asbestos plates. The handles are of wood, ebonized. The iron has a rating of 575 watts, 110 and 220 volts. Intended list price, \$10.—*Electrical Merchandising*, November, 1927.

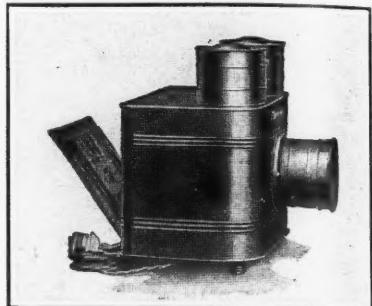


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Apartment-Size Refrigerator Cabinets

For installation in small apartments where space is necessarily limited, the Rex Manufacturing Company, Connersville, Ind., is offering a line of small refrigerator cabinets for electrical units, designed specially for apartment use.

The small cabinets are made in capacities of 4.4 and 5.1 cu.ft., for self-contained or remote installation. If desired, a vegetable bin compartment may be had. These cabinets have mineral wool insulation, enamel food compartment linings and outside finish of white lacquer on steel. The height of the cabinet, without compressor compartment, is 36½ in. The compressor compartment may be had in heights of 14 and 19½ in., bringing the overall height of self-contained models to 52 and 57½ in. respectively. Intended retail prices of the cabinets range from \$45.25 to \$54.25, with small additional charges for compressor housings, white enamel cooling unit front, corkboard insulation and porcelain food compartment lining, vegetable bin, etc.—*Electrical Merchandising*, November, 1927.



Projection Device

Technical knowledge is not required for the successful operation of the "Mirroscope," which may be handled by the young boy or girl. The "Mirroscope," made by the Metal Stampings and Manufacturing Company, 16816 Waterloo Road, Cleveland, Ohio, is a device for throwing on a screen or other surface any kind of picture such as a postcard, snapshot or other photograph and black or colored pictures from magazines or books, etc. The device reflects and magnifies and any picture or object that can be held in the holder can be shown on the screen greatly enlarged.

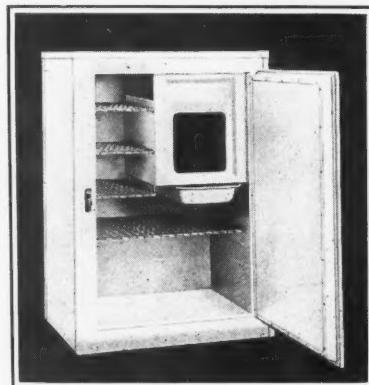
Many models of the electric "Mirroscope" are offered, all operating on 110-volt lighting circuits. No. 15, illustrated, is a popular-priced model with an adjustable card holder. It has two No. 15 plano-convex lenses and gunmetal plated tube equipped with a stationary diaphragm. Illumination is provided by two special incandescent lamps in standard receptacles. The reflecting system consists of two parabolic brass reflectors, heavily nickel plated and buffed. The dimensions of No. 15 are 11½ long, 11½ wide and 9 in. high. Weight, packed, 8½ lb. Intended retail price, \$10.—*Electrical Merchandising*, November, 1927.

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Table Lamp

Quite a bit of interest has been stirred up by the eccentric studies developed by the Rustic Well Foundry, Inc., 221 Fourth Avenue, New York City. In this line are book-ends, magazine racks, candle sticks, door stops and lamp bases, including the one illustrated. The special design illustrated may be had for sale anywhere outside New York City, a large department store having taken over exclusive sale of this design in the New York territory. Equally fascinating designs may be had, however, for sale anywhere. The intended retail price of the lamp illustrated is \$7 in brush brass finish, \$7.50 in verdigris brass, \$8 in bright buff brass and \$9 in silver plate brass.—*Electrical Merchandising*, November, 1927.



Electrical Merchandising, November, 1927

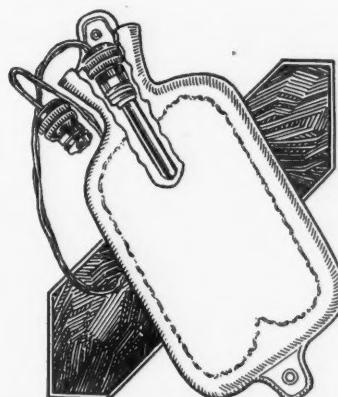
During the Christmas-Gift Buying Season

New Nozzle for "Super Royal" Cleaner

A new suction nozzle and floor-polishing attachment have been announced by the P. A. Geler Company, Cleveland, Ohio, for use with the "Super Royal" cleaner.

The new nozzle contains a separate chamber in which a brush is housed. By a simple latch, this brush may be locked in an "up" position where it is concealed and out of the way, or it may be locked "down" for heavy-duty brushing on bare floors, linoleum, concrete, etc., or left in a floating position where it brushes gently over the rug or floor, automatically adjusting itself to any reasonable inequalities of surface. With this arrangement, the cleaner may be run off onto the bare floor after cleaning carpet or rug, without any adjustment whatever. Other improvements of the nozzle include a serrated front lip which facilitates surface cleaning, notched end for more quickly retrieving dirt in corners and close to baseboards and an inset soft rubber bumper.

The weighted polishing attachment, which is now supplied without extra charge, is said to accomplish satisfactorily all essential floor finishing operations. The new rug-to-floor nozzle and the polishing attachment are supplied with an improved model of the Super Royal cleaner which now has 62½ percent greater suction than the standard Royal cleaner.—*Electrical Merchandising*, November, 1927.

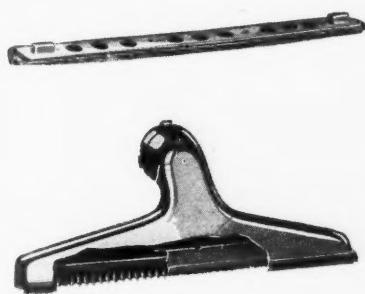


Hot Water Bottle Heater

Refilling of the hot water bottle is not necessary when the "Sta-Hot" unit of the Clark Manufacturing Company, 427 North 13th Street, Philadelphia, Pa., is used. The unit is threaded to fit any standard hot water bottle and is designed to keep the water at a uniform temperature.

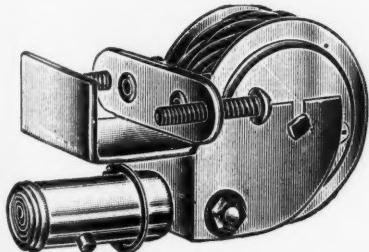
After filling the bottle with hot water the unit is screwed into the mouth of the bottle. Since it is not intended to heat cold water but to keep hot water at a uniform temperature, it consumes very little current—approximately 25 watts, operating on 110-volt a.c. or d.c.

The intended retail price is \$2.50, with two-piece plug and 9-ft. cord.—*Electrical Merchandising*, November, 1927.



Automobile Cigar Lighter

With the new automobile cigar lighter brought out by the United Metal Art Manufacturing Company, 293 Wyckoff Avenue, Brooklyn, N. Y., is combined an ash tray with removable ash receptacle. The entire outfit is easily installed, clamping on the dash board by means of two set screws. There are no holes to drill. The lighter is quickly connected to battery wires on the back of the dash board or wherever convenient. A Nichrome heating element is used and an automatic spring-back push button operates the lighter. The cord winds up on a reel that is concealed behind the dash board. The outfit is nickel plated throughout and is intended to retail for \$1.85.—*Electrical Merchandising*, November, 1927.



Electrical Merchandising, November, 1927

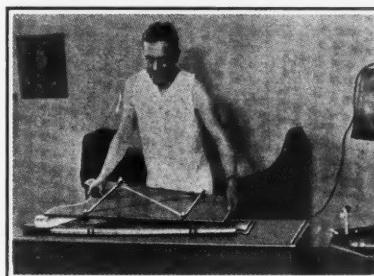
Improved "Whirldry" Washer

Several new features are incorporated in the improved "Whirldry" washer of the Whirldry Corporation, New Haven, Conn. These features include a faster washing action; redesigned spinner basket, to permit greater capacity and faster drying; improved agitation through slight change in design and construction of agitator to produce smoother, cleaner washing; redesigned cover to produce greater rigidity without adding weight; redesigned clutch so that it picks up load to speed faster and to operate automatically; improved spinner lock; and choice of copper tub in copper or Duxo finish in any desired solid color.—*Electrical Merchandising*, November, 1927.

Color In Appliances

Kitchen utensils and household furnishings in general are now being featured in color by their manufacturers to tie in with the present demand for color in the home. Following along these lines, Landers, Frary & Clark, New Britain, Conn., are now offering "Universal" table appliances with colored handles and silk cords to match. The colors available are cardinal red, woodland green and Delft blue. In the "Universal" Snappy Color package No. 3735 the dealer is offered a waffle iron, two toasters, three irons and a percolator, the appliances having a retail value of \$56. Only one color is contained in a package.

Three colors are offered in De Luxe heating pad package No. 1695—azure blue, rose pink and lavender. The package has a retail value of \$25.50. The pads measure 12 x 15 in. and are equipped with 3-heat switch. The cords match the color of the pad cover.—*Electrical Merchandising*, November, 1927.



Trouser-Pressing Device

As if by magic, trousers are pressed in the new "PressemBoy" without any of the effort usually required for this disagreeable task. The "Pressemboy" is an electrically-operated trouser-pressing device made by Distributors, Inc., 1518 Walnut Street, Philadelphia, Pa. With this new device it takes but a minute to insert the trousers, both legs at the same time. Current is then turned on and by the time one has shaved or bathed the trousers are pressed and ready for wear.

The "PressemBoy" is made of steel with heavy nickelized trimmings and is finished in a durable, practical color. It contains the three attributes necessary for satisfactory results, says the company—heat, dampness and pressure. Intended retail price, \$12.50.—*Electrical Merchandising*, November, 1927.

Adjustable Rod for Therapeutic Lamp

For use with its "Vim-Ray" therapeutic lamp the Fitzgerald Manufacturing Company, Torrington, Conn., has designed an adjustable rod so that the rod-holder may be clamped to a bed or chair back and the lamp so placed that its rays will be directed as desired. The intended retail price of the rod is \$4.50.—*Electrical Merchandising*, November, 1927.



DeJur

Gifts That Will Attract Christmas Shoppers



Miniature Range

Somewhat more than an educational toy is the latest miniature range developed by the Metal Ware Corporation, Chicago, Ill., for it has practical value for kitchenette use—a companion piece, the company explains, for its 2-cup percolator.

Model B-25, as the new range is designated, is equipped with three separately-controlled heating elements, specially designed to give economical operation and a uniform temperature. The legs, door frame, cooking top, shelf and trimmings are all heavily nickel plated. The oven door and back panel are of porcelain enamel. The body is black japanned on extra heavy sheet steel. The range has a rating of 1,150 watts and is intended for operation from any wall or convenience outlet. Its size is 21½ in. long, 16¾ in. high and 9¾ in. deep. Four aluminum utensils are furnished as standard equipment with each range, a 2-cup percolator, 7-in. fry pan, pie tin and six-section muffin and cake tin. Intended retail price, \$25.—*Electrical Merchandising*, November, 1927.



Food and Drink Mixer

For making mayonnaise or other dressings, cake filling, icing desserts, preparing custard mixtures, gelatine sauces and drinks of all kinds, the Elite Home Electric Company, 7 West 22nd Street, New York City, has brought out a new device consisting of a base, containing the motor, and a mixing cup. An attractive cocktail shaker may be had as extra equipment, if desired.

The base may be had in white porcelain, with hammered silver trim or hammered silver, making a very decorative unit for table or buffet use. The mixer begins operation automatically the instant either container is placed on the base.—*Electrical Merchandising*, November, 1927.

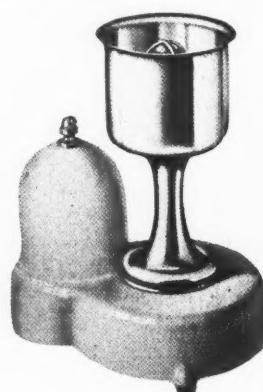
Small Vacuum Cleaner

In the item which appeared in the October issue describing the small cleaner of the Clarke Sanding Machine Company, 3815 Cortland Street, Chicago, the intended retail price was given as \$19.50. The correct price is \$18.50.—*Electrical Merchandising*, November, 1927.

Small Fruit Juice Extractor

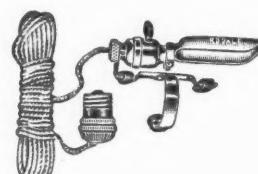
Two reamers are supplied with the new electric fruit juice extractor of the Elite Home Electric Company, 7 West 22nd Street, New York City—one small reamer for lemons and limes and a larger one for oranges and grapefruit.

The extractor is operated by merely pressing the fruit over the reamer. Removing the slight pressure of the fruit on the reamer cuts off the current. The base of the extractor is made of cast iron, in bright orange enamel finish, while the cup is of white metal, silver plated. The motor is built high and is separate from the container. It is universal in type, operating on 110 volt circuits.—*Electrical Merchandising*, November, 1927.



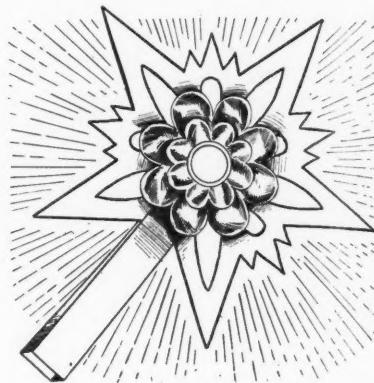
Sewing Machine Lamp

The Rodale Manufacturing Company, 200 Hudson Street, New York City, is bringing out a new sewing machine lamp, designed for attachment to the sewing machine. It is equipped with a strong steel spring arm which grips the machine and holds the lamp in place. The new lamp is so designed that it will throw the light from the proper angle, illuminating the work to best advantage at all times. Intended retail price, \$3.50.—*Electrical Merchandising*, November, 1927.



New Faster "Savage" Wringless Washer

The Savage Arms Corporation, Utica, N. Y., is announcing a new, faster and more efficient washer which, it is pointed out, embodies five improved features. These new features relate to increasing the speed and perfecting details of washer and drier action. The general design of the previous model is retained, including the "Spin-Rinse, Spin-Dry," which permits rinsing and drying in the perforated basket and in the same operation. This action is made possible through the application of a spray device which enables the user to spray hot or scalding water directly upon the wash while it is being whirled in the extractor. It is claimed for the new machine that it will wash, blue, rinse and dry a 10-lb. load of dry clothes in 10 min. or an average family wash of more than 200 pieces in an hour.—*Electrical Merchandising*, November, 1927.



Christmas Tree Decorations

Among the number of Christmas tree ornaments made by the Tinsel Corporation of America, 747 Bedford Avenue, Brooklyn, N. Y., for use with Christmas tree lights are the two devices illustrated.

The tinsel tree-top is made in the form of the Star of Bethlehem to grace the top of the tree. It is 7½ in. high, 6 in. wide, with hollow stem. A multi-colored "Santalite" reflector with the regulation opening for the electric bulb is the center decoration. Intended retail price, 10c.

"Santashades" are designed for use in shading the small electric lamp. The shades come in transparent assorted colors, brilliantly decorated with silver tinsel. Intended retail price, 10c.—*Electrical Merchandising*, November, 1927.

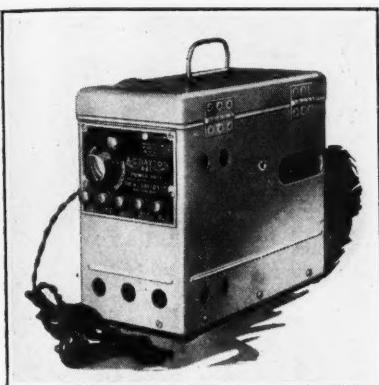


Corn Popper

A half-gallon of fresh, crisp corn can be turned out by the new "White Cross" corn popper, No. 990, every five minutes, declares its manufacturer, the National Stamping & Electric Works, 3212 West Lake Street, Chicago. In describing this new appliance. It is 10 in. high, 7½ in. wide and weighs about 2 lb. The Nichrome heating element is mounted in a porcelain insulator. Intended retail price, \$2.50.—*Electrical Merchandising*, November, 1927.



Recent Developments in the Electrical Field



ABC-Power Unit

All the electrical energy required for the operation of a radio set from the ordinary a.c. lighting circuit is supplied through the "A-B-C" power unit of the A-C Dayton Company, Dayton, Ohio.

Some of the features included in its specifications are: The "A" unit delivers 2 amp. at 60 volts; the "B" unit delivers 45 volts, 90 volts and from 135 to 150 volts. The 90-volt terminal will deliver 30 mil. and 135 to 150-volt terminal will deliver from 15 to 20 mil.; the "C" unit receives its voltage from a drop taken from the "B" unit section.

The type of rectifier used with the "A" unit is "Kuprox." The type of rectifier for the "B" unit is the "Radio-tron" type 213 or 280. The power pack is encased in an attractively-finished aluminum case and all connections are clearly marked so that connection is simple. The dimensions of the unit are $9\frac{1}{2} \times 5\frac{1}{2} \times 12$ in. Intended retail price, \$90. —*Electrical Merchandising*, November, 1927.

B Power Unit

Made to handle up to ten tubes and to meet the most critical voltage requirements is a new "B" power unit brought out by the All-American Radio Corporation, 4201 Belmont Avenue, Chicago, Ill.

The unit is no larger than an upright "B" battery and can easily be installed in a receiver cabinet or other convenient place. It is finished in baked green enamel. Intended retail price, \$27.50. —*Electrical Merchandising*, November, 1927.



Electric Sprayer

For ridding the home of flies, moths, fleas, ants, mosquitoes, roaches and other household pests, an electric sprayer is being offered by the Little Brown Jug, Inc., Reading, Pa., for use with its "Fly Hootch," an effective insecticide marketed in the "Little Brown Jug." —*Electrical Merchandising*, November, 1927.

Reflector for Show-Window Lighting

Specially adapted to use with 100-watt, Type "A" inside-frosted lamps, is a new reflector brought out by the Reflector & Illuminating Company, 1401-1417 Jackson Boulevard, Chicago. The new reflector is designed for show window lighting purposes and is intended to give satisfactory and efficient results when used in conjunction with inside-frosted lamps.

The manufacturer states that photometric tests show that the new reflector provides much better control of the light than reflectors designed for use with clear lamps. —*Electrical Merchandising*, November, 1927.



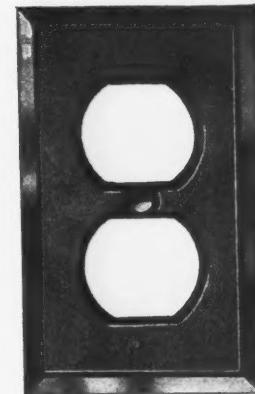
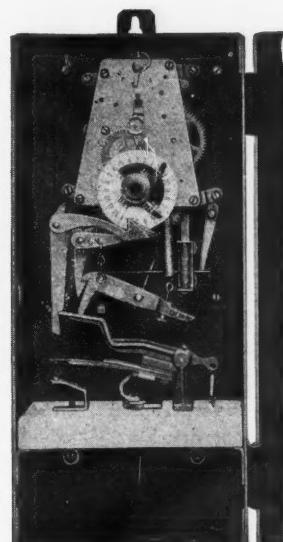
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Automatic Time Switch

The Robbins & Myers Company, Springfield, Ohio, has taken over the patents of the Meyer Electric Manufacturing Company, Houston, Tex., manufacturer of clock-operated time switches and will add this item to the R & M line of motors and fans.

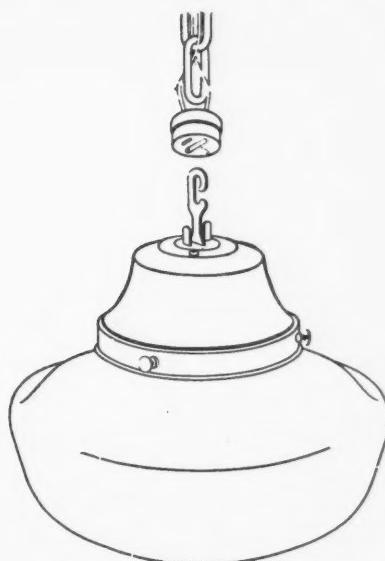
In this automatic time switch, an eight-day clock is so arranged that it will operate a switch to turn on electric lights in a store, window or electric sign at a definite time and off again at a later hour. The timing is adjustable and operates like the hands of a clock. No attention is required except winding every eight days.

In addition to turning lights off and on the timer can be used on oil burners, alarm systems, advertising devices and in fact on any device where electric service is required for a fixed period of time. The switch will be marketed under the name of the "Lamp-Lighter," the name being selected from a list of names suggested by Robbins & Myers employees. —*Electrical Merchandising*, November, 1927.



Bakelite Wall Plate

The De Jur Products Company, 199 Lafayette Street, New York City, is marketing a line of genuine bakelite wall plates. The line is complete with all sizes and types required for various installations and special types to fill any desired specifications may also be obtained in quantity orders. —*Electrical Merchandising*, November, 1927.



Connector Socket for Lighting Fixtures

Maintenance costs are greatly reduced through the use of the new "Dipole" connector socket developed by Pass & Seymour, Inc., Syracuse, N. Y. The device is a combination socket, separable plug and fixture hook. The socket is installed in the globe holder in much the same manner as a standard socket, but with two polarity lugs and a flat stamped steel hook protruding from the top of the holder. A connector body is wired to circuit at a point just below the last link of the chain, if the fixture is a chain suspension, or below the fixture loop if stem construction is used. The flat hook at the top of the holder passes through a slot in the connector body, attaches to the chain or fixture hook and the connector is then pressed onto the lugs completing the circuit. With this arrangement, the holder, lamp and glassware can be removed from the fixture as a unit.

Pioneer installation of this new connector has been made by the F. W. Wakefield Brass Company in its new "Red Spot" unit. By special arrangement with Pass & Seymour, Inc., permission may be secured for the use of the connector by fixture manufacturers interested. —*Electrical Merchandising*, November, 1927.

Manufacturers' "Dealer Helps"

Show window, counter, mail advertising and specialty aids offered to help the dealer get more business

S.E.D. Has Many New Christmas Sales Helps

As usual, the Society for Electrical Development has some attractive and sales-getting displays to offer dealers for 1927 Christmas activities. The list of material available is given below. Full information on these helps can be obtained from the Society at 420 Lexington Avenue, New York City, to which address all orders and inquiries should be sent.

The major display this year is a large Santa Claus cut-out, 5 ft. high, lithographed in nine colors on extra heavy cardboard, supported by a strong easel back and holding a bag so constructed that it can support small articles the dealer may wish to feature as, for instance, a curling iron, heating pad, immersion heater, package of lamps, etc. This cut-out is listed as X7a and is \$1.85. A companion-piece to this display is a Santa Claus counter card and window trim, also lithographed in nine colors on heavy cardboard. It is 13 in. high and the hand is constructed to hold a small article. This cut-out is 50c.

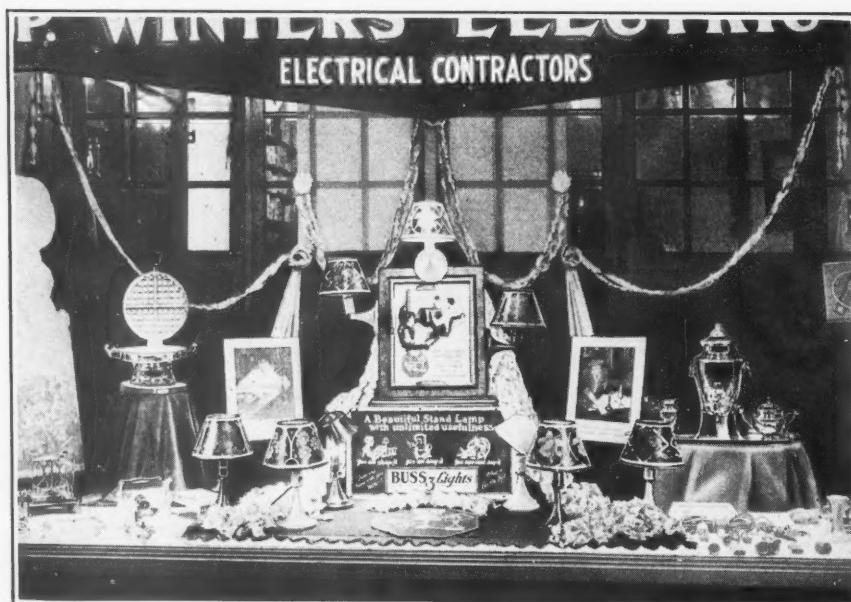
Other sales helps include Christmas letter paper, printed in two colors on good quality bond paper, \$5 for 500 sheets; two specially-prepared sample Christmas selling letters, \$1; holly wreaths, printed in two colors on both sides of heavy cardboard, 13 in. in diameter, \$1.80 per doz., and in 6-in. size, \$1.20 per doz.; Santa Claus price tags, in two colors, 5 in. tall, strung with cord, \$3.75 per 100, 50c. for 12; Tony



Two of the numbers offered by the Society for Electrical Development for Christmas displays. The full-figure Santa Claus cut-out is 5 ft. high and makes an excellent centerpiece for a window display.



Sarg window display, printed in 8 colors on heavy cardboard, with back panel 44 in. x 44 in., also five cut-outs 12½ in. high, \$2; window and store trim in four colors, 43 in. long, 9 in. high, \$1 for set of 4; set of six Christmas advertisements, including set of proofs of complete ads and 18 mats of illustrations, \$3; and a set of four publicity stores and 10-min. radio talk, \$1.25.



Window Display Featuring Small Lamps

Christmas shoppers will welcome the gift suggestions given by the window illustrated—picturing small lamps and appliances. The display is suggested by the Bussman Manufacturing Company, St. Louis, Mo., and features the new Buss lamp with shades in genuine oil colors. The window cards in the center of the display are part of the sales help material offered by the company to its dealers.

"AUTOMATIC FIRE DETECTION" is the title of a new booklet issued by the Garrison Fire Detecting System, 79 Madison Avenue, New York City. The booklet contains descriptions of the various systems offered for industrial and commercial establishments, for marine installation and for homes.

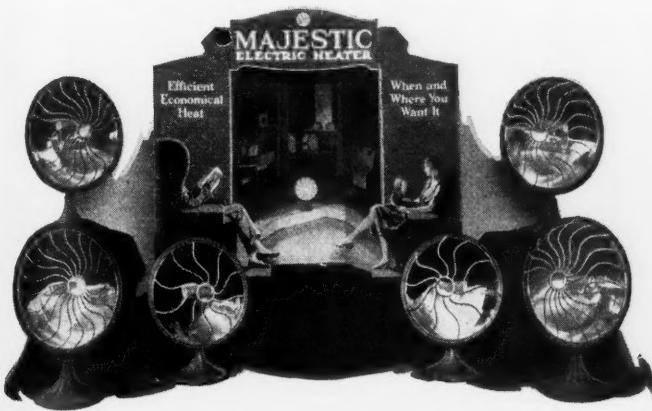
THE EUREKA VACUUM CLEANER COMPANY, Detroit, Mich., is offering its dealers a very complete assortment of sales help material. "We'll tell 'em, You'll sell 'em," says the company in presenting the billboards, car cards, window stickers, window display and store hangers, folders, envelope stuffers and newspaper advertisements prepared to help the dealer sell the new Eureka.

THE GROSS CHANDELIER COMPANY, Twenty-first and Morgan Streets, St. Louis, Mo., is now distributing its new 1927-28 fixture book. The new book contains 126 pages with actual reproductions of fixtures, illustrating lighting fixtures for every need. There are many pages of fixtures reproduced in color.

"THE FIFTH ESSENTIAL TO EVERY COMPLETELY MODERN HOME" is the theme of two new mailing pieces issued by the Silent Automatic Sales Corporation, 190 Boylston Street, Boston, Mass. One of the broadsides is in booklet form of eight pages and pictures to the man and to the woman of the house the convenience of "Silent Automatic" heating.

KELVINATOR, INC., Detroit, Mich., has inaugurated a "Kelvinator Home Service Bulletin" edited by Katherine G. Cornell of the Kelvinator Home Service Department. This little publication is issued bi-monthly and contains four pages of new and unusual menus that will appeal immediately to the housewife.

Display To Speed Up Electric Heater Sales



To serve as a reminder to passers-by that the electric heater is a cheerful adjunct to a room during chilly autumn and winter days the Majestic Electric Appliance Company of San Francisco and Philadelphia, Pa., has designed the window display illustrated.

Clock Merchandising Contest

The Clock Manufacturers' Association of America, of which the Sangamo Electric Company is a member, is announcing a merchandising contest open to retailers of clocks, including electric clocks, products of member-companies of the association.

Prizes will be awarded for window displays, interior displays and advertising or sales stunts that have sold more clocks and watches made by members of the association in any given period during the last six months of 1927 than in the same period of 1926.

Full information regarding the contest can be obtained from the association's headquarters in the Drexel Building, Philadelphia, Pa.

Christmas Wrappings Help Gift Sales

While a sheet of Christmassy wrapping-paper or a holly-sprigged box may be a small item as values go, yet it is an important agent in the sale of Christmas gifts. Women, especially, are very susceptible to an attractively-wrapped package and will go out of their way to patronize a shop whose merchandise wears holiday dress.

For the convenience of dealers who are planning to furnish holiday wrappings for their wares, there is given below a list of companies selling colored papers, cords, ribbons and fancy boxes.

Fancy wrapping papers and cords: Julius Beckhard Company, Inc., 95 Madison Avenue, New York City; Royal Card & Paper Company, 210 Eleventh Avenue, New York City; City of Hankow Tassel Company, 406 Grant Avenue, San Francisco, Calif.; Chinese fancy papers also fancy colored paper tapes and seals: Mary Ryan, 225 Fifth Avenue, New York City or 17 North Wabash Avenue, Chicago; papers with wood block design, lacquered papers, also strings for tying: Stonebraker Studios, 269 Court Street, Brooklyn, N. Y.

Fancy boxes: Pearson Paper Box Company, Kansas City, Mo.; Mrs. E. D. Leavitt, 17 North Wabash Avenue, Chicago; A. H. Pond Company, Inc., Syracuse, N. Y.; and the Herald Paper Box Company, Erie, Pa.

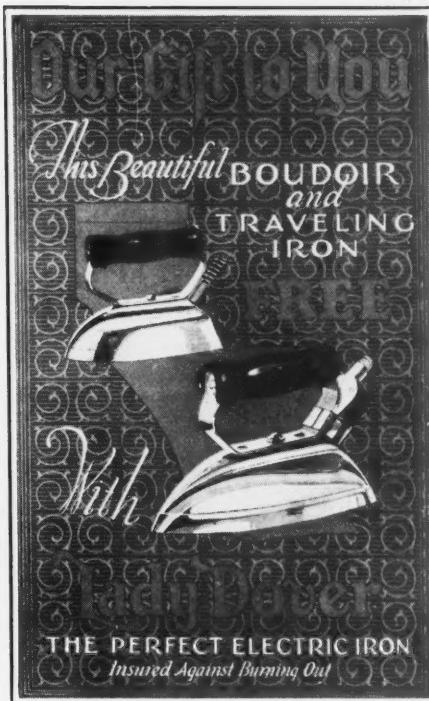
THE NATIONAL LAMP WORKS, Nela Park, Cleveland, Ohio, has two new bulletins prepared by its engineering department on "Illumination Design Data for Industrial and Commercial Interiors" and "Farm Lighting."

THE NORGE CORPORATION, 670 East Woodbridge Street, Detroit, Mich., has issued a de luxe booklet on Norge electric refrigeration. This booklet pictures the Norge unit in McCray "Lifetime" cabinets. There is also a broadside showing the line of units and cabinets offered by the Norge and McCray organizations.

THE METROPOLITAN ELECTRIC MANUFACTURING COMPANY, Boulevard at 14th Street, Long Island City, N. Y., is offering its "Facealite"—the electrically-lighted mirror—in attractively-packed cartons for Christmas sale. The "Facealites" available with Christmas wrappings are the 6 in. x 6 in., the 8 in. x 8 in. and the 12 in. x 12 in. sizes.

THE HORTON MANUFACTURING COMPANY, Fort Wayne, Ind., has a series of new circulars on its washer and ironer, also new window display cards featuring the washer.

THE DISPLAY STAGE LIGHTING COMPANY, 334 West 44th Street, New York City, has a new catalog on its theatrical lighting equipment. The booklet shows a complete line of electric lighting equipment for theatrical productions, pageants, expositions, architectural and show window lighting.



Dover "Free Iron" Card

"Our Gift to You" is the heading of the new window or counter card prepared by the Dover Manufacturing Company, Dover, Ohio, for use by its dealers in presenting the company's offer of a boudoir or traveling iron to every purchaser of a "Lady Dover" iron. The card is in color, violet and yellow predominating.

"HERE'S HEALTH AND WEALTH" is the title of a folder issued by the Emerson Electric Manufacturing Company, St. Louis, Mo., on exhaust fans for use in offices, stores, factories, hotel restaurants and in the home.

THE GENERAL ELECTRIC COMPANY, Schenectady, N. Y., has a new catalog on its electrical laboratory apparatus and educational service.



"All-Year" Display Panel

For in-between seasons and for use the year 'round the "Double Action" Electric Company, Grand Rapids, Mich., has available to its dealers the three-panel display illustrated. In addition to this display there is a counter display card, broadsides and complete window trim included in the sales helps offered for the Christmas season.

N E W S

of the Electrical Trade

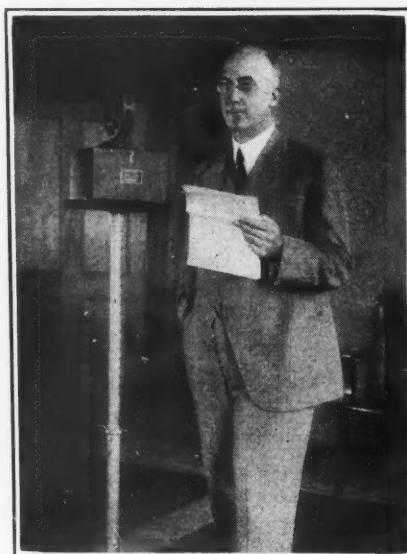
New French Import Duties Affect American Appliances

American electrical appliances of various types are included in the new list of French import tariff lists, so widely discussed in the current press. The new general and minimum rates, we understand, are in most instances higher than the former duties, particularly on light weight apparatus, with the increases ranging from about 10 per cent on heavy apparatus to possibly 50 per cent or 100 per cent in the lighter forms of merchandise.

The new import duties affecting the export of several American-made electrical appliances are as follows:

	Francs per Kilo. (2.046 lb.)	General Minimum
Electric medical apparatus	64%	16%
Electric heating apparatus	10.00–60.00	2.25–15.00
Electric fans.....	10.00–43.20	2.25–10.80
Electric irons (more than 5 kilos).....	10.80	2.70
(5 kilos and less).....	13.00	3.25
Electric apparatus for domestic use such as suction apparatus, cleaning and polishing machines, refrigerating apparatus, boring machines, pumps, etc., weighing:		
(10 kilos and more).....	28.00	7.00
(5 kilos to 10 kilos).....	40.00	10.00
(2½ kilos to 5 kilos).....	64.00	16.00
Less than 2½ kilos).....	112.00	28.00

Treaty negotiations with France are now under way and it is possible that the situation may be modified in the near future.



Speech Making—From A Distance

George E. Cullinan, chairman of the executive committee, Electrical Supply Jobbers Association, has found an excellent way to deliver important messages without absenting himself from the office. Cullinan addressed the members of the Pacific Division of the Electrical Supply Jobbers Association, Del Monte, Cal., by recording his address on an electrically cut record.



JOHN F. GILCHRIST Tendered Commemoration Dinner

JOHN F. GILCHRIST, vice-president of the Commonwealth Edison Company of Chicago, was signally honored by the electrical industry when it tendered him a Commemoration Dinner Monday, Oct. 24, at the Palmer House, Chicago. The occasion marked the completion of forty years of service with this utility and its predecessor, the Chicago Edison Company. Mr. Gilchrist, his wife and sister were the guests of nearly 800 hosts.

Starting as office boy in 1887, Mr. Gilchrist rapidly forged ahead until, in 1914, he was elected to his present high position. He is, at present, president and a director of the following companies: Federal Electric Company, Utility Securities Company, Chicago & Illinois Midland Railway Company, Great Lakes Radio Broadcasting Company, Commercial National Safe Deposit Company, Industrial Coal Company and the Illinois Maintenance Company.

He is vice-president and a director of the Middle West Utilities Company, a director of the Public Service Company of Northern Illinois, chairman of the Illinois Committee on Public Utility Information and for the past two years has been president of the Electric Association.

The speakers of the evening were E. W. Lloyd, toastmaster, Martin J. Insull, B. J. Mullaney and Louis A. Ferguson. Mr. Gilchrist was presented with a 40-year Edison Service button and a solid silver service.

Twentieth Annual Exposition Held in New York

More than 25,000 appliances showing the practical application of electricity, ranging from lighting equipment to therapeutics were displayed by 140 electrical manufacturers, distributors and dealers at the twentieth annual Electrical and Industrial Exposition held in Grand Central Palace, New York City, beginning October 12. The exposition continued until October 22.

All sessions of the exposition were well attended by the public and several very interesting co-operative exhibits were shown. The most interesting of these, perhaps, was the Preferred Home-Lighting Equipment display in which 40 manufacturers of fixtures co-operated. The exhibit was arranged in a three room suite, living room, dining room and bed room, with appropriate fixtures for each. Arthur Williams, vice-president, commercial relations, New York Edison Company and president of the exposition delivered the opening address during the "Edison Radio Hour" broadcast by station WRNY direct from Grand Central Palace.

W. H. Hodge New Byllesby Vice President

William H. Hodge has been elected a vice-president of the Byllesby Engineering & Management Corporation and manager of a newly created sales and advertising department which will have general charge of the development of new business and advertising at all Byllesby utility properties.

Mr. Hodge has been connected with the company since 1910 as manager of its advertising and publicity department and has long been recognized as one of the electrical industry's foremost students of the public relations problem. A native of Wenona, Ill., he attended school at Amboy and La Salle, served as a reporter for the La Salle Tribune at an early age and following this experience joined the Illinois Central Railroad Company, returning to the newspaper field as managing editor of *Public Service*. From this position he joined the Byllesby organization. He will make his headquarters in Chicago.

Miller Purchases Monowatt Corporation

The Miller Company of Meriden, Conn., has purchased control of the Monowatt Corporation of New York. The Monowatt Corporation in turn has purchased plant No. 2 of the Connecticut Telephone & Electric Company which has been organized as the Connecticut Molded Products Corporation. Monowatt also owns the stock of the New England Metal Products Corporation.

Michael Schwarz becomes chairman of the executive committee controlling the

Philadelphia Company Forms General Sales Division



A general sales division of the Philadelphia Company has been created by combining the commercial departments of the Duquesne Light Company, the Equitable Gas Company and the Equitable Sales Company, which operates electric and gas shops in Pittsburgh. Executives heading the five sales department sub-divisions are, left to right: Joseph McKinley, power and steam sales; H. P. Smith, rates; G. W. Ousler, sales engineering director; E. J. Stephany, assistant to general sales manager; Miss Karen J. Fladoes, Home Service director; Harvey A. Keys, vice president and general manager of the Equitable Sales Company; Robert E. Polk, industrial and commercial heating sales; H. Levine, manager of city retail sales and George E. Whitwell, general sales manager.

Miller Company and its associates. W. F. Minor becomes general manager of the Miller Company. J. W. Maskell is promoted from assistant secretary to secretary of Miller. Hewitt Warburton, formerly secretary, becomes treasurer of Connecticut Molded Products. I. B. Miller has been elected treasurer of the Miller Company and New England Metal Products. H. J. Tait and Tyler Clark are now vice-presidents of New England Metal Products and H. L. Dyson is assistant secretary of the Miller Company.

Credit Association Figures Show Decrease in Past Due Accounts

"The Electrical Credit Barometer" of past due accounts reported by manufacturers and jobbers to the National Electrical Credit Association each month is always an interesting barometer of general business conditions. The October barometer, compiled from figures received up to September 30, indicates a decrease in past due accounts over last year.

Division	September, 1926	September, 1927
	Past Due Accounts	Past Due Accounts
New York Elec. Cred. Ass'n.	342	228
Elec. Cred. Ass'n., Middle & Southern Atlantic States	165	206
Elec. Cred. Ass'n., New England Division	101	155
Pacific Coast Elec. Cred. Ass'n.	27	13
Elec. Cred. Ass'n., Central Division	784	718
Total.....	1419	1320

J. H. McGraw Urges Publishers to Support N. Y. U.

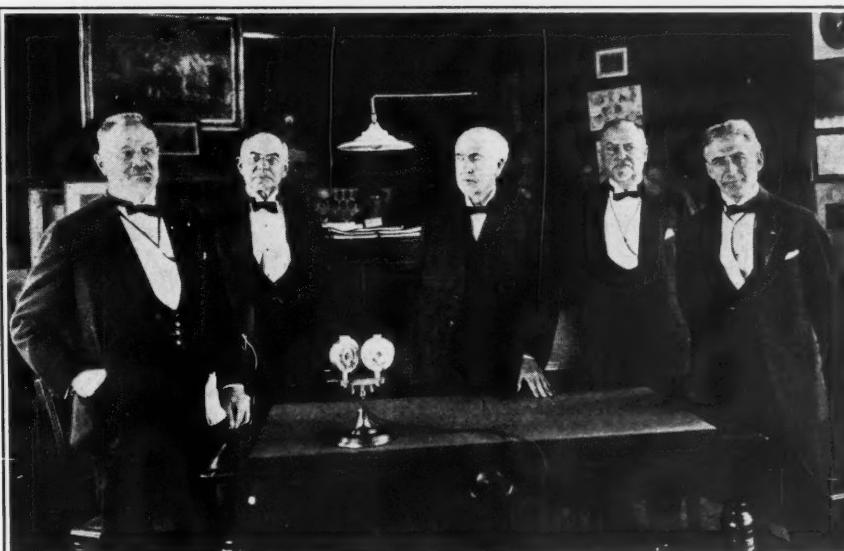
"We who represent business publications pride ourselves on our ability to catch a big idea and to put it across with a wallop, and I believe that the business papers of this city can do nothing better than to give their support to New York University in its effort to obtain adequate resources with

THE SOCIETY FOR ELECTRICAL DEVELOPMENT has selected W. Royce Powell to direct its public relations activity, succeeding E. W. Davidson, who leaves the Society to become publicity director of the American Leather Producers, Inc. Mr. Powell is a former newspaper man and for the past four years has been associated with the Van Sweringen interests in Cleveland. Walter J. Moore will supervise the Society's electrical advertising section. He has been identified with the syndicate department of the Westinghouse Lamp Company.

C. N. CHUBB has been appointed president of the recently formed Iowa-Nebraska Light & Power Company, now one of the largest operating United Light & Power Company subsidiaries with headquarters at Lincoln, Neb. The company was formed in August by the consolidation of the Lincoln Public Service Company, Nebraska Gas & Electric Company, Iowa Service Company and Maryville Electric Light & Power Company, supplying electric light, heat, power, ice and gas service to approximately 300 towns and cities in Nebraska, Iowa and Missouri. In addition to this new appointment Mr. Chubb also becomes president of the Lincoln Traction Company. He has been particularly active in the affairs of the National Electric Light Association and was instrumental in the formation of the Mid-West Division.

THE STANDARD ELECTRIC STOVE COMPANY of Toledo, Ohio, has added the following men to its sales force: Morris Jones, for the state of Pennsylvania with headquarters in Philadelphia; J. F. Lamar, covering Nebraska, Kansas and Oklahoma out of Kansas City, Mo., and Royal Smith for the state of Texas with headquarters at Dallas.

Thomas A. Edison Makes First Radio Talk Via 43 Stations



Thomas A. Edison made his first public talk over the radio on October 21, from his home in West Orange, N. J., addressing radio listeners in all parts of the country through WEAF and a chain of forty-two other broadcasting stations. Mr. Edison answered questions put to him by E. W. Rice, Jr. Hon. Chairman of the General Electric Company. The photo shows, left to right, John W. Lieb, vice-president, New York Edison Company; E. W. Rice, Jr., Mr. Edison; Geo. F. Morrison, vice-president of the General Electric Company and Gerard Swope, president of the General Electric Company.

Electrical Conventions and Shows Coming

Electrical Supply Jobbers' Association	Book-Cadillac Hotel, Detroit, Mich.	November 14-18
National Association of Practical Refrigeration Engineers	San Francisco, Cal.	November 29 December 2
National Electrical Credit Association	Philadelphia, Pa. New York, N. Y.	November 11 December 13
National Electrical Manufacturers Association, Radio Division	Edgewater Beach Hotel, Chicago, Ill.	November 28 December 1

THE CONNECTICUT TELEPHONE & ELECTRIC COMPANY of Meriden, has sold its "Cetec" department, manufacturing a cold molded form of insulation in various colors. The new company will be known as the Connecticut Molded Products Corporation. Its officers are: R. E. Coleman, president; E. C. Wilcox, vice president; Hewitt Warburton, secretary and treasurer, and W. F. Minor, vice-president.

WILLIAM R. M. VERY has been appointed sales promotion manager for the refrigeration division of the Welsbach Company by H. R. Lukens, general manager. Trained as a mechanical engineer at Cornell University, Mr. Very afterward became identified with the De La Vergne Machine Company of New York, a pioneer in the commercial refrigeration field. Later he gained invaluable distributor and dealer experience through connection with the automotive industry.

THE GRAYBAR ELECTRIC COMPANY has opened two new distributing houses, one in Flint, Mich., and one in Rochester, N. Y. J. A. Royce is sales manager of the Rochester office at 182 North Waters Street, and H. W. Tincher heads the organization in Flint, with offices on East Third Street one-half block east of South Saginaw.

THE ALL-RITE COMPANY of Rushville, Ind., manufacturing a line of electrical cooking appliances, has appointed Frederick Haase eastern sales manager with headquarters at 1165 Broadway, New York City. Mr. Haase will maintain a show room at this address and will be assisted in his territory which includes New England and the Middle Atlantic states by John J. Monahan and J. Davis Perry who will serve in the capacity of district sales managers for the New York metropolitan area.

THE A. MACINTYRE COMPANY of Tampa, Florida, has opened an office at 610 First National Bank Building, as a direct factory representative calling on jobbers, distributors and dealers in the South. A. MacIntyre was formerly connected with the Florida Electric Supply Company and also with the Knight and Wall Company of Tampa.

THE YALE ELECTRIC CORPORATION of Brooklyn, N. Y., is building a new six story home in Jersey City which will permit all its manufacturing activities to be carried on under one roof in the near future. 400,000 sq. ft. will be available in the company's new plant which is located on the main line of the Pennsylvania Rail-

road for convenient shipping. The company manufactures electrical appliances and radio accessories.

R. G. MCPHAIL of the Electrical League of Rochester has severed connection with this body to become associated with the Society for Electrical Development as field representative in the league and field department. Mr. McPhail is a Harvard graduate and previous to his connection with the Rochester League he was with the North East Electric Company.

THE BEARDSLEY MANUFACTURING COMPANY, Waterbury, Conn., now manufactures the New Wilwear Super-Heat electric range. The company was formerly the Reardon Manufacturing Company. No change has been made in the organization other than its change of name.

THE METAL-WARE CORPORATION, Two Rivers, Michigan, Manufacturer of Empire electric percolators, household appliances and toys has appointed the Buchen Company of Chicago to direct its sales and advertising activities. Remus Koenig is president and W. S. Marvin is vice-president and sales manager.

Drawing Dollars from Technicalities

(Continued from Page 88)

not about piston displacement. With us just the opposite course was unfortunately followed. We talked about the fixture, not about the light, and the result is that today we have an incalculable amount of more or less ornamental junk in our fixture display rooms and in our customers' homes—little of which gives the illuminating results which people want and don't know how to get.

THE illuminating engineers are trying to help us sell better lighting as well as better and more profitable lighting merchandise. There is much of practical merchandising value mixed in with the abstruse technicalities on tap at their conventions, but we have to dig a bit to find it.

Discussions of asymmetric light distribution, the spectral characteristics of light sources used in therapy and analyses of Kansas sunshine have no very close relationship with the sale of boudoir lamps to a lady in Kankakee, but the highbrows who are delving into such seemingly nutty and futile subjects are nevertheless contributing sound facts and convincing sales arguments that help the boudoir lamp salesman speed up his cash register.

It is for us to find and extract the profit from these technicalities.

Electrical Women Electrify Cinderella's Home



Electrical Women's Round Table, Inc., during the recent exposition of Women's Arts and Industries at the Hotel Astor, New York City, staged this pantomime "Cinderella's House," using children of the dramatic class of an East Side New York settlement house as the characters. Four little electricians, summoned by the fairy godmother install a washer, ironer, cleaner, dishwasher and radio to lighten Cinderella's housework.

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